



The Procella Effect

Newsletter for May 31, 2011

The Procella Award Season Continues: Procella P6 and P10 Winners of CEDIA Australia Best Home Theatre Award

Another major show, and more awards for Procella! The P6 and P10 are winners in the *Best Home Theatre Under \$75,000* category, at the CEDIA Expo in Sydney, Australia. Congratulations to Electronic Living in Brisbane for delivering this project!

The system uses three P6s for the screen channels, properly located behind the Microperf Cinecurve screen, along with a P10 active subwoofer, also located in the screen wall.

The winning integrator, Damian Cavanagh, said, "The Procella P6 and P10 really delivered when we needed a low-profile loudspeaker system that could produce THX reference level in this small home cinema. The client loved their modest price tags when we installed them, but now he loves their high performance audio quality even more." To read more about the winning system, [go here](#).



Procella Expands Pro Audio Contacts at Stockholm LLB Show



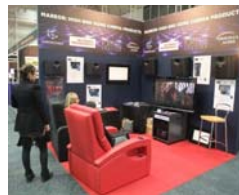
Procella's other founding partner, Anders Uggelberg, joined Nicklas Sjöo of NSHT, the Scandinavian distributor for Procella, at the annual LLB Pro audio show in Stockholm.

Anders reports a very successful show, continuing Procella's growing presence in the recording studio and film postproduction markets.

Afterwards, Nicklas said, "LLB is a well organized and well attended trade show. and we made many new contacts, with lots of leads for Procella in the professional sector of the audio business. The speakers were very well received!"



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Procella and Mareor Score at CEDIA in Sydney

Procella founding partner Gerben Van Duyf was a busy man at the CEDIA Expo just concluded in Sydney. In addition to a full Procella P8/P6/P15 5.1 channel system, the MAREOR booth showcased numerous products, including Kaleidescape, Fortress Seating and Screen Research.

MAREOR won no less than four CEDIA Awards: the Procella award described at left, and three for Kaleidescape: Best Home, Best Yacht and Best Media Room.

Congratulations to Gerben and each of the award-winning dealers and manufacturers!

2011 Awards



UK: Best Home Cinema

Australia: Best Home Theatre



Russia: Product of the Year