

PROCELLA AUDIO ENTERS THE U.S.

Procella Audio, a global high-end loudspeaker manufacturer with offices in Stockholm, Sweden and Sydney, Australia, is launching operations in the United States with the opening of their Los Angeles office. The company made its U.S. debut at the CEDIA Expo in Atlanta, Georgia. Joining the company and directing U.S. operations is industry veteran Chuck Back, for-

merly EVP of Miller & Kreisel Sound. His global partners, former directors of DTS' European offices, are Anders Uggelberg, who is based in Sweden, and Gerben Van Duyl, who is located in Sydney, Australia.

The Procella product line consists of three L/C/R/Surround loudspeakers and three powered subwoofers. Based on a scalable concept that offers multiple system configurations, Procella systems use Procella's Identical Voice concept, which claims to provide pure timbre match among all Procella models and allow system designers to use any combination of products with no change in audio quality.

The L/C/R/Surround models are the P6, P8 and P815. Procella speakers make exclusive use of 1-inch polyamide high-frequency compression drivers mounted on Procella-designed elliptical waveguides. With either long-throw 6.5-inch or 8-inch mid/woofers, all models use Procella-designed crossovers that exhibit flat phase response and ultra-low group delay, with distortion-free air core inductors and polypropylene capacitors.

