

Procella Audio Launches U.S. Operations

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Los Angeles, CA (October 20, 2009)--Procella Audio, a loudspeaker manufacturer with offices in Stockholm, Sweden and Sydney, Australia, has launched operations in the United States with the opening of its Los Angeles office. Joining the company and directing U.S. operations is Chuck Back. 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 Australia.

Back will be responsible for all U.S. activities of the company. A 30-year veteran of the audio/video industry, he was executive vice president of Miller & Kreisel Sound from 1989 to 2007, where he was responsible for all aspects of day-to-day operations for the loudspeaker manufacturer.



Chuck Back

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"It's exciting to be back in the speaker business with such a high-performance lineup of speakers," Back said. "For small home theaters, there are many good speakers to choose from, but in larger theaters with multiple rows of seats, integrators and enthusiasts typically must choose to compromise either proper high-frequency coverage or sound quality. Procella's unique approach means that no compromise is necessary, delivering audiophile sound quality in rooms both small and large, with a dynamic range few speakers can approach."

The Procella product line consists of three L/C/R/Surround loudspeakers and three powered subwoofers. The company's Identical Voice concept reportedly offers a pure timbre match among all Procella models. The L/C/R/Surround models are the P6, P8 and P815; the powered subwoofer models include the P10, P15 and P18.