

Procella Audio®

FOR IMMEDIATE RELEASE

Procella Audio to Feature State-of-the-Art 11.4.6 Channel Dolby Atmos System in ISE Booth 5-U92

- Procella ISE demo system to feature Dolby Atmos® audio demo system in custom-built home theatre in booth 5-U92
- 11.4.6 speaker configuration to include left, center, and right screen speakers; 6 ceiling-mounted overhead speakers; 2 width speakers; 4 side surrounds; 2 back surrounds and 4 active subwoofers
- 21 channel system includes Procella P28 main speakers, P5 surround and overhead speakers, P18 and P12 active subwoofers, Procella DA-2800 amplifiers, and Trinnov Altitude32 3D audio video preamplifier

Amsterdam, Netherlands and Stockholm, Sweden – February 3, 2015 – Procella Audio, manufacturer of high-performance high-definition speaker systems for home and professional cinema and music applications, announced its plans today for the Integrated Systems Expo show in Amsterdam. In a sound room designed and constructed by Procella's Dutch distributor Cosento, Procella will showcase perhaps the most advanced audio system at the show – a full Dolby Atmos® audio playback system. Dolby Atmos delivers captivating, sound that places and moves specific sounds anywhere in the room, including overhead, to bring entertainment alive all around the audience. In booth 5-U92, Procella will demonstrate an active 11.4.6 channel system using 21 Procella loudspeakers. In addition to the standard 7.1 setup, the system will include six ceiling-mounted overhead speakers, two front wide speakers, a second set of side surround speakers, and a total of four active subwoofers.

Procella P28 speakers mounted in a baffle wall will be used for the left, center and right channels, and the new Procella P5 speaker will be used for all surround and overhead channels. A single P18 active subwoofer will be paired with three P12 active subs. A Trinnov Altitude 32 processor will provide Dolby Atmos decoding and Trinnov Optimizer room correction, and all amplification will be through Procella DA-2800 four-channel power amplifiers.

“After our very successful 9.2.4 channel Dolby Atmos demonstration at CEDIA Expo, we are excited to take things to the next level with a 11.4.6 channel system,” said Gerben Van Duyl, founding partner of Procella Audio. “This creates a unique opportunity for EMEA integrators to experience Dolby Atmos with greater than 16 playback channels, with the full resolution and cinema impact of Procella Audio loudspeakers. We invite everyone attending the show to visit our stand and find out what we mean by ‘The Procella Effect’.”

About Procella Audio

Manufactured in Sweden and distributed globally, with offices in Los Angeles, Sydney and Stockholm, Procella Audio was launched in 2006 by Anders Uggelberg and Gerben Van Duyl, who created the first Procella speaker system for a 32 seat preview theater outside London. Procella loudspeakers deliver a powerful and dynamic cinema audio experience for the world’s finest home cinemas, professional studios and screening rooms. For more information, please visit www.procella-audio.com.

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