



## Harry Potter mixer purchases Procella Audio speakers

David Crozier, sound mixer of Harry Potter film purchases Procella Audio speakers

London, 2 March 2007 – Procella Audio Ltd today announced that Mr. David Crozier has purchased a Procella Audio speaker system for his Cabin Theatre, as currently being built. The system Mr. Crozier has chosen is a 7.1 Procella Standard configuration, consisting of seven Procella 8 main speakers and four Procella 15 subwoofers.

"Working in the film industry as production sound mixer for many years, the challenge of recording artistes dialogue has been my main focus. It is very important to find a loudspeaker system that reproduces dialogue exactly as it was recorded. Procella systems faithfully reproduce the original audio without colouration," said David Crozier. "Every installation of Procella is overseen by both Anders Uggelberg and Gerben Van Duyl who will provide design advice for installation and acoustic treatment of the viewing room. I have listened extensively to Procella systems and look forward to hearing my work on this excellent speaker system."

"Mr. Crozier surprised us one morning by showing up at the recent HiFi News show in Heathrow, London. We were still setting up and fine-tuning our demo system, but already David could tell the system performed very well. By the end of that morning the room was really sounding very nice and we had impressed David, which is not an easy thing to accomplish considering David has spent many hours listening to the original recordings of many movies in his studio," said Gerben Van Duyl, managing director of Procella Audio Ltd. "A few months later and David is installing our speakers in his fantastic Cabin Theatre. Now we are impressed."

David Crozier's impressive career as a production sound mixer started in 1977 with the much-loved British TV series 'The Professionals' and includes highlights with feature films such as 'Mission: Impossible' (1996), 'Bridget Jones's Diary' (2001) and 'The Hours' (2002) where David's work helped Nicole Kidman to win an Oscar for her performance. Recently, David is best known for his work on the blockbuster 'Harry Potter and the Goblet of Fire'. Mr. Crozier is a member of AMPS, the Association of Motion Picture Sound.

Also see <http://www.imdb.com/name/nm0189896/>

The Procella Audio speakers shall be installed in a purpose designed Norwegian style log cabin, in the gardens of Mr. Crozier's home in Oxfordshire, England. The installation is expected to be completed in April 2007. Procella Audio is also providing acoustical design consultancy for the Cabin Theatre. The installation is being overseen by Pulse Marketing from Bishop's Stortford, the UK distributor of Procella Audio speakers.

Pictures of Mr Crozier's Cabin Theatre are available on request from Pulse Marketing.

### **About Procella Audio**

Procella Audio Ltd manufactures high quality loudspeakers for surround sound usage in the very best home theatres, music recording studios and cinemas. The Procella 8 speakers and the Procella 15 and 18 subwoofers are designed to take advantage of modern home cinema media such as HD DVD™ and Blu-ray Disc™ and digital cinema standards such as the DCI specification, by being able to reproduce the full acoustic extend of the sound tracks provided by these formats. Not only

can Procella Audio speakers reproduce the full frequency range from 20 Hertz up to 20,000 Hertz, but they can also reproduce the full dynamic range offered by modern 24-bit recordings, restoring life-like energy and realism to your music and movies. This is also the reason music and movie mixing & recording studios use Procella Audio speakers for monitoring of their audio masters.

### **Award Winning!**

Procella Audio speakers won the Best Demonstration in Show award at the recent HiFi News Show 2006 in Heathrow, London. Together with DTS, Screen Research, Pulse Marketing, Yamaha Commercial Audio and Sim2, Procella put together a top quality demonstration room that could hold no less than 50 people. This first public outing of Procella Audio speakers was rewarded with an unexpected yet highly appreciated Best Demonstration in Show award. (Pictures available of the award.)

### **Founders**

Procella Audio Ltd was founded in 2006 by Mr. Anders Uggelberg and Mr. Gerben Van Duyl, both now former directors of DTS, the surround sound technology company based out of Los Angeles. Anders Uggelberg was Director of Cinema Technology for DTS and Gerben Van Duyl was Director of Consumer Content Development. After having developed the first Procella Audio speaker for the DTS Theatre in the European headquarters of DTS, both gentlemen decided it was more fun to design and build high quality surround sound speaker systems and implement them in the very best home theatre projects, mix and recording studios upgrades and DCI spec cinema designs out there.

### **Procella Audio product**

- The **Procella 8**, a mid/high speaker that uniquely can be used for all screen channels (L/C/R) as well as for all surround channels, allowing Procella Audio's unique 'Identical Voices Concept' in any surround sound configuration whilst saving space in the room.
- The **Procella 15** bass speaker compliments the Procella 8 for the bass regions. Features a closed box design for completely accurate bass reproduction.
- The **Procella 18**, a dedicated subwoofer with dual 18" drivers, for medium and large rooms that need that extra deep yet accurate bass with high level of energy.

All Procella Audio speakers are supplied with a gratis pre-build room design service and an optional post-installation room calibration and EQ service, conducted by THX certified Procella Audio engineers.

### **A global company**

Procella Audio speakers are developed and manufactured in Stockholm, Sweden while global sales and marketing is undertaken from Sydney, Australia. Distribution is present in the UK through Pulse Marketing ([www.pulsemarketing.org](http://www.pulsemarketing.org)), in Sweden through NS Home Theater ([www.nshometheater.se](http://www.nshometheater.se)) and in Australia through Mareor. Distribution shall be expanded across the globe in 2007.

**Trademarks:** 'Procella Audio', 'Procella Personal', 'Procella Standard', 'Procella Extended', 'Procella Cinema', 'Procella 8', 'Procella 15', 'Procella 18', 'Identical Voices Concept' are trademarks of Procella Audio Ltd.

### **More information**

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