



PRO





# WHY DON'T AUDIO COMPANIES INNOVATE?

When High Definition and 4K video formats were introduced to the world, manufacturers of video products immediately set about to develop new technologies to meet the needs of these exciting new formats. Subsequently, we've seen the introduction of a series of new display technologies, with ever-increasing resolution and dynamic range, combined with ever-diminishing product depth and pixel scale. Every time when confronted with more advanced content, *video companies innovated their products in response*.

Manufacturers of audio products, particularly manufacturers of loudspeakers and power amplifiers, however, did not react to the new high-resolution content in the same way. Instead, they have elected to develop products as usual, using traditional engineering principles and archetypal components.

In truth, however, digital audio formats have evolved just as much, if not more, than video. Modern digital soundtracks now contain ultra-high resolution and dynamic range, delivered uncompressed over more channels than ever before. So why haven't audio companies updated their products to meet the increased demands of the new formats in the same way the video companies have?

**We don't know.**

THINK ABOUT IT, YOUR CURRENT TV LOOKS VERY DIFFERENT THAN THE TV YOU OWNED 15 YEARS AGO. CAN THE SAME BE SAID FOR YOUR LOUDSPEAKERS?

## WE'RE DIFFERENT

In 2004, we chose a different path, recognizing that the demands of the new formats would require different products — different thinking — if their potential was to be fully realized. And since that time, we've developed format-appropriate, future-proof, high-dynamic range, high-output, install-friendly loudspeakers and amplifier-processors that convey every last nuance the new high-resolution audio formats can deliver, and they do so with unmatched reliability. [Here's how we did it.](#)



# OUR PHILOSOPHY

Consumer audio products, historically, have been designed to bring music and speech to listeners at relatively modest sound pressure levels, over short distances. So for music listening or watching TV, these products have worked satisfactorily.

But the advent of consumer surround sound and the emergence of the “home theater” market has changed the landscape. Contemporary movie soundtracks and concert videos, especially those encoded in the new “3D” audio formats, can contain extremely wide dynamic range and are designed to be played back at higher levels than ever before. This new high-resolution content requires performance beyond that which traditional home audio components can deliver. In fact, the entire product development methodology used to create those products is now wholly outmoded. For this reason, our approach is different.

THE TIMEWORN TOOLS ARE NO LONGER  
SUITABLE FOR THE MODERN-DAY JOB



PRO Amplifier Control Software





WE UNDERSTAND THE SHIFT THAT HAS TAKEN PLACE AND BY APPLYING TECHNOLOGY AND THINKING FROM THE PROFESSIONAL AND CONSUMER AUDIO WORLDS, WE HAVE DEVELOPED A COMPLETE FAMILY OF PRODUCTS TAILORED PRECISELY TO THE DEMANDS OF TODAY'S HIGH-RESOLUTION, WIDE-DYNAMIC RANGE MUSIC AND FILM CONTENT.



## Heavy-Duty Components

Every PRO loudspeaker and amplifier-processor has been engineered to professional standards using heavy-duty professional-grade components exclusively. Even our smallest loudspeaker, a diminutive 5" two-way in-wall loudspeaker, employs a professional-grade woofer and high-efficiency compression driver tweeter. In reality, PRO loudspeakers and amplifier-processors would be just as fitting installed in commercial cinemas or on concert stages as they are in the finest residential surround and distributed audio systems.



Because virtually every loudspeaker in our range is designed and built to professional standards,

we are able to offer a limited

*ten year loudspeaker warranty* — at least twice the

duration of our competition. In contrast, one high-profile competitor, so uncertain of their product quality, offers only two years' coverage on their loudspeaker cabinets. *Only two years.*

(( TEN YEAR LOUDSPEAKER WARRANTY ))

Like our loudspeakers, our amplifier-processors are built to provide extremely high-power levels and withstand professional duty cycles. PRO amplifier-processors employ highly-efficient Class-D power modules — in various combinations of up to 4800W in a 2U chassis — and include on-board DSP for loudspeaker and system signal processing. When we first introduced DSP amplifiers in 2005, on-board signal processing for loudspeaker filtering and equalization was unheard of in the residential home theater market, and remains to this day, unique to the PRO brand. Other brands, if they use digital processing technology at all, rely on outboard or third party devices.



DMA 8-channel, 1500W, 1U amplifier-processor



From our compact but potent 5" in-wall, to our magnificent double 15", seven-foot tall reference loudspeaker, we have a loudspeaker solution for every application



## Systems

Robust, high-power components alone would be of limited value if they weren't utilized within products which could then be combined to create high-performance, reliable *systems*. Here too, we've eclipsed other companies by offering the broadest range of products designed to work in harmony within systems of all sizes and complexities.

Some competitors, on the other hand, have merely cobbled together a group of incongruent products; some pieces "re-purposed" from sister corporate divisions or sourced from outside companies altogether, while still others have endeavored, literally for years, to make old-school, unsuitable components "fit" the current need — "If they don't go loud enough or last long enough, let's just use A LOT of them, maybe that will work!"

Uniquely, we have fashioned a complete range of loudspeakers and companion amplifier-processors, using correct thinking from the outset, purpose-built for modern digital audio and surround sound playback.

PRO PRODUCTS ARE THE RIGHT TOOLS FOR  
THE JOB, ALL OF THE TIME, AND ARE DESIGNED  
AND MANUFACTURED 100% BY US

## Performance

We've built from the ground up, the right tools for the job. But being music and film lovers ourselves, we've also insured that our products are not only capable of reproducing the dynamic range of modern digital audio content, reliably, but that they also do so with unmatched fidelity.

Our background is in high-end two-channel audio, where sonic quality is paramount. We spent two decades painstakingly honing our listening acuity; continuously refining our understanding of the correlation between laboratory measurements and perceived sound quality. We developed a multi-faceted performance scoring system to insure that every PRO product is "voiced" to the highest possible degree of sonic accuracy. We have invested in the best acoustic and electronic laboratory equipment available.

BECAUSE FIRST AND FOREMOST, WE WANT OUR PRODUCTS TO  
CAPTIVATE AND THRILL LISTENERS.

The "proof is in the pudding", as they say. We invite you to audition a certified PRO system and listen for yourself. We believe you will agree that PRO systems deliver the clearest, most highly-resolved and dynamically-thrilling sound available.

MADE IN THE USA

Last but certainly not  
least, all PRO products  
are manufactured in the  
United States of America.

In these times, *that*

*should matter.*







# PRO EXPERIENCE CENTER

For those living in or planning to visit Southern California, we have created an Experience Center where various Pro Audio Technology products can be seen and heard first-hand.

CALL 949.600.8250 EXT. 701  
TO ARRANGE AN APPOINTMENT FOR A PRIVATE DEMONSTRATION



TEN YEAR LOUDSPEAKER WARRANTY | MADE IN THE USA | [PROAUDIOTECHNOLOGY.COM](http://PROAUDIOTECHNOLOGY.COM)

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