



For Immediate Release

02.20.2013

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Pro Audio Technology Appoints Two New Manufacturer Reps

Excellent margins, modular designs and a full line of cinema caliber audio products fuel Pro Audio Technology's rapid growth.

Lake Forest, CA – [Pro Audio Technology](#) (PRO), the leader in professional-grade loudspeakers and DSP-programmable amplifier systems for residential properties, today announced the appointment of two new manufacturer's representatives.

Growing demand for discrete but powerful audio systems has made Pro Audio Technology (PRO) an appealing brand for dealers. To meet demand, PRO has announced the appointment of Lucas Sales and On Line Marketing as its exclusive representatives in two key territories.

"With no less than 23 large metropolitan areas covered between them, adding sales consultants in these territories is critical for continued growth," said Larry Reagan, vice president of sales for Pro Audio technology. "With Lucas Sales based in Texas and On Line Marketing centered in Ohio, and each serving the surrounding states, PRO is poised to see strong growth and enhanced dealer support in these regions."

Common to both firm's line card is a major video projection and viewing screen line. In each case, the addition of Pro Audio Technology will help the firms solidify their offerings of complete reference A/V packages for high-performance theater and media room installations.

Mark Taylor, principal of On Line Marketing said, "We are excited about the addition of PRO products and the unique benefits they offer. PRO's technology story perfectly complements the performance-based selling concept we promote to dealers, and will help our accounts attain higher sales and deliver a better audio experience."

PRO's multiple speaker series are voiced to a common performance standard and provide solutions that address a broad range of installation needs. By applying a single design philosophy across the entire range of products, installers are free to select models based on application, gaining greater flexibility when designing an audio system.

Sam Lucas, principal of The Charles Lucas Sales Company said, "Pro Audio Technology compliments our high end custom installation products for home theater. They offer great

dynamics, high SPL and most important clear vocal intelligibility. We are delighted to offer the very best in home theater systems."

A hallmark of PRO engineering technology, each system is field-configurable and employs the company's proprietary Digital Signal Processing (DSP) via its [PMA amplifier](#) product range. All crossover functions, high-resolution frequency response shaping, and time correction are achieved in DSP, eliminating restrictive passive filter networks from the signal path. In addition, the integrator is given a powerful suite of DSP controls to compensate for environmental influences, such as speaker placement behind viewing screens or stretch fabric walls, secondary boundary loading, and other factors. Different than a typical room correction system, the PMAs don't change the frequency response of speakers to accommodate sitting positions, which can fundamentally alter the sound, but rather adjust output to compensate for room conditions, which lets the speakers perform as the designer intended.

Information on PRO's new manufacturer's representatives and their respective regions is below.

[Charles Lucas Sales Company](#)

Territory: Texas, Louisiana, Arkansas, Oklahoma

[On Line Marketing](#)

Territory: Michigan, Ohio, West Virginia, Western Pennsylvania, Indiana, Kentucky

For more information about Pro Audio Technology products, please visit www.proaudiotechnology.com.

About Pro Audio Technology

Through thoughtful combination of consumer and professional engineering technologies, Pro Audio Technology designs and manufactures a complete range of high-power loudspeakers and DSP-programmable amplifiers for high-end residential installations. PRO products unite lively dynamics, high maximum output level, and rugged durability with the refined acoustic performance you've come to expect from contemporary home audio equipment. The sound system of choice for discerning music and home theater enthusiasts, Pro Audio Technology products are available globally through an elite group of high-end residential custom installers. Pro Audio Technology is the brand name of Professional Home Cinema, LLC.

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