

## 'The Grapevine' and the Sound Room

### **From Expo to Expo, from Namm to Prolight+Sound: Invitation!**

San Donato Milanese, Milano, March 2008. FitalPRO would like to thank all the professionals, builders and friends who visited the booth at the recent NAMM fair at Anaheim.

"A decisively more important fair compared to the past", commented Flavio Naggi, FitalPRO Overseas Sales Manager, "because it produced a series of very useful business contacts, thus visited by a "select public" comprised of active clients and others in the field, really interested in working with us and for whom we are completing a few projects."

Another aspect to stress is that a few consolidated clients had invited other partner enclosure manufacturers to the FitalPRO stand through their own initiative, convinced of the need to "spread the word" about these professional loudspeakers, a reference for top level sound reinforcement.

This year, FitalPRO succeeded in its intention of presenting a static product exhibition in hall A, the main Pro Audio pavilion, thus in a more advantageous position compared to the past, which favoured contacts.

In this context, ten new products were presented which generated great interest, above all in drivers dedicated to high frequencies. Aimed at markets where there is a request for a more compact, more economical solution with respect to the other "top of the line" products, they maintain an extremely high quality, in accordance with the FitalPRO tradition.

A series of woofers for use with 1" drivers is now complete and available on catalogue.

The "Five Hundred" series also achieved great success, even exceeding expectations in the MI (Musical Instruments) market, given that it anticipated the intentions of FitalPRO to take steps in this direction also.

### **ProLight+Sound**

For now, the meeting is set for the next expo space at the upcoming ProLight+Sound (12-15/3/2008) in Frankfurt, as indicated in the home page of the FitalPRO website <http://www.fitalpro.com/index.php> and in the invitations already sent:

### **Hall 4.1 Booth E21**

Here are the new products not to be missed in Frankfurt:

- Five new compression drivers, three small in size but big in performance, with a 1" throat, pitch diversity, optimum linearity and extension in range. Model HF10TX, HF100 and HF102, and two larger ones, with 1.4" and 2.0" mouth size, models HF140 and HF200, all with neodymium magnets.
- High Performance Series, 18" neodymium woofer, up to 1000W nominal power, the well known 18" W18N8-1000, plus three new models - with great cone excursion - 18HP1020, 18HP1040 (excellent even as "front load") and the star of the show the 18XL1500 (groundbreaking innovation with extraordinary power and excursion).
- New Mid-Woofers 5FE100 and 6FE100, 5" and 6" from 80W nominal, ferrite magnet and steel basket. More economical than the FitalPRO "reference" it boasts - however - "pro acoustics" and a "family pedigree".

### **The Sound Room**

On the occasion of this edition of the ProLight+Sound, FitalPRO set up a special Sound Room created for the purpose, able to guarantee perfect acoustics for the internal demo sessions on various loudspeakers and an optimum insulation towards the rest of the exposition areas.

Purposely studied volumes and profiles have produced a pentagonal shape for the new Sound Room, which is not a typical "standard rectangle", but the fruit of applied research.

It will be the ideal backdrop to the demo sessions created with FitalPRO loudspeakers inserted in real diffusers of actual building clients - and not a "demo unit".

As always, we will be pleased to organise customized demos for you on appointment.

You can't miss it, we're waiting for you!