

6 GREAT A/V,
CONTROL DEMO TIPS



8 WAYS TO EARN
RECURRING REVENUE



'SHOW US YOUR
CONTEST WINNER

CEPro

NOVEMBER 2013
WWW.CEPRO.COM



INTEGRATION
AUDIO/VIDEO
NETWORKING
CONTROL
BUSINESS

2013

BEST

BEST ELECTRONIC SYSTEMS TECHNOLOGIES

WHAT ARE THE
TOP PRODUCTS
OF THE YEAR?

PAGE 40



**CEDIA EXPO
HIGHLIGHTS**
STARTING ON PAGE 12

CE PRODUCTS

FIELD TEST

Primacoustic's London 10 Worth the Investment BY ROBERT ARCHER

FOR YEARS I'VE written about the benefits of proper acoustics. I've interviewed professionals that include Alan Parsons, Bob Ludwig, Tony Grimani, Jim Thiel, Sean Olive, and many others, and each one has stressed the importance of room acoustics in the home sound equation.

It wasn't until I set up and installed Primacoustic's London 10 room acoustics kit in my own home did I realize how on point these pros are.

Features

Primacoustic is a division of Radial Engineering, a respected Canadian manufacturer of professional audio products.

For years the company has catered to recording studios and to a lesser extent home recording enthusiasts. Broadening its direction Primacoustic is now offering its products to the home market.

The London 10 kit is a turnkey solution designed to complement the Live End, Dead End (LEDE) studio design concept that eliminates ambience in the dead end and allows for some reflections in the live end. In simpler terms, the LEDE concept is designed not to suck the "live feel" out of a typical room space.

To adhere to LEDE concepts, the London 10 kit ships with a dozen 12-inch by 12-inch 1-inch thick scatter blocks, eight 12-inch by 48-inch 2-inch thick control panels, and the necessary impaler hardware to hang the treatments.

Disappointingly however, Primacoustic only offers the panels in a choice of



Primacoustic London 10 panels only come in gray, beige or black. The system is designed to treat 100 square feet.

beige, gray or black. The London 10 kit is designed to treat 100 square feet. Dealers can combine the company's other kits and singular products as needed to scale a system for any size room.

Installation

In order to provide evidence beyond my anecdotal experience, I measured the room before and after installing the kit to see what statistical results I could achieve.

I read through the many pages of literature Primacoustic offers on its website to help guide me through the placement process.

I placed the scatter blocks behind the seating area in the portion of my room where the audio systems exists. I then placed one of the control panels in a horizontal position underneath my projection screens and behind my center-channel speaker. I concluded the install by placing the rest of the control panels about

SPECS

Primacoustic's London 10

- ▶ Kit includes 12 1-foot by 1-foot square 1-inch thick scatter blocks, eight 12-inch by 48-inch 2-inch thick control columns, and 28 surface impaler mounting accessories.
- ▶ The panels are Class-A ASTM E84/Can/UL-S102 safety rated.
- ▶ The 1-inch panel offers 0.15 absorption coefficient at 100Hz; 0.20 at 200Hz; 0.81 at 500Hz; 1.00 at 1kHz and 0.94 at 3.1kHz. The 2-inch panel offers 0.34 absorption coefficient at 100Hz; 0.52 at 200Hz; 1.07 at 500Hz; 1.00 at 1kHz and 0.96 at 3.1kHz.

MSRP is \$500

primacoustic.com

CE PRO VERDICT

PROS: Reasonably priced, easy to install. ▲ Outperforms equalization. ▲ London room kits are scalable for smaller and larger rooms.

CONS: Lack of color choices will affect homeowner opinion. ▲ Shapes and overall design not as progressive as other products. ▲ Primacoustic offers plenty of support materials online, but no basic directions or set-up tips are included in packaging.

FEATURES	1	2	3	4	5
SETUP	1	2	3	4	5
PERFORMANCE	1	2	3	4	5
VALUE	1	2	3	4	5
OVERALL	1	2	3	4	5



6 inches apart along the right side of my room along the wall.

The impalers screw into drywall and the panels literally hang on the spike-like attributes of the mounting hardware. My measurements and the mounting of the panels did not take that long and it was actually a pretty simple process.

Performance

The panels really made a difference. From the scientific side, I plotted various listening points in the space, taking measurements before and after the installation of the panels. The kit smoothed room response between 80Hz to 500Hz, and from 1.6kHz to 4kHz. The kit also minimized some of the peaks in the room from

4k to 6.3k. Admittedly I still have some issues from 630Hz to 1.2kHz, but I have a pretty good idea how to solve these problems now.

Esoterically, post-installation my two-channel audio system imaged much better and I heard greater overall detail. In terms of home theater, I heard improved dialog intelligibility and that is really important for many movies and TV shows.

Indeed, the London 10 kit had a much better effect on my listening room than any EQ solution I have ever tried.

Value

As far as I'm concerned the London 10 kit is a slam-dunk, no-brainer upgrade that

blows away expenditures on amps, speakers or cables. What this means in the real world is that the London kits price well below high-end gear, and the kits deliver documentable results.

Conclusion

After years of these experts telling me and showing that room acoustics need to be addressed to achieve good sound, I have finally seen the light through the installation of the London 10 kit in my home. 🌟



ROBERT ARCHER is CE Pro's senior editor. Reach him at rarcher@ehpub.com.

📱 @bobarcher2010
#goodsound