





Loud ProfessionalTM

Sound never ends

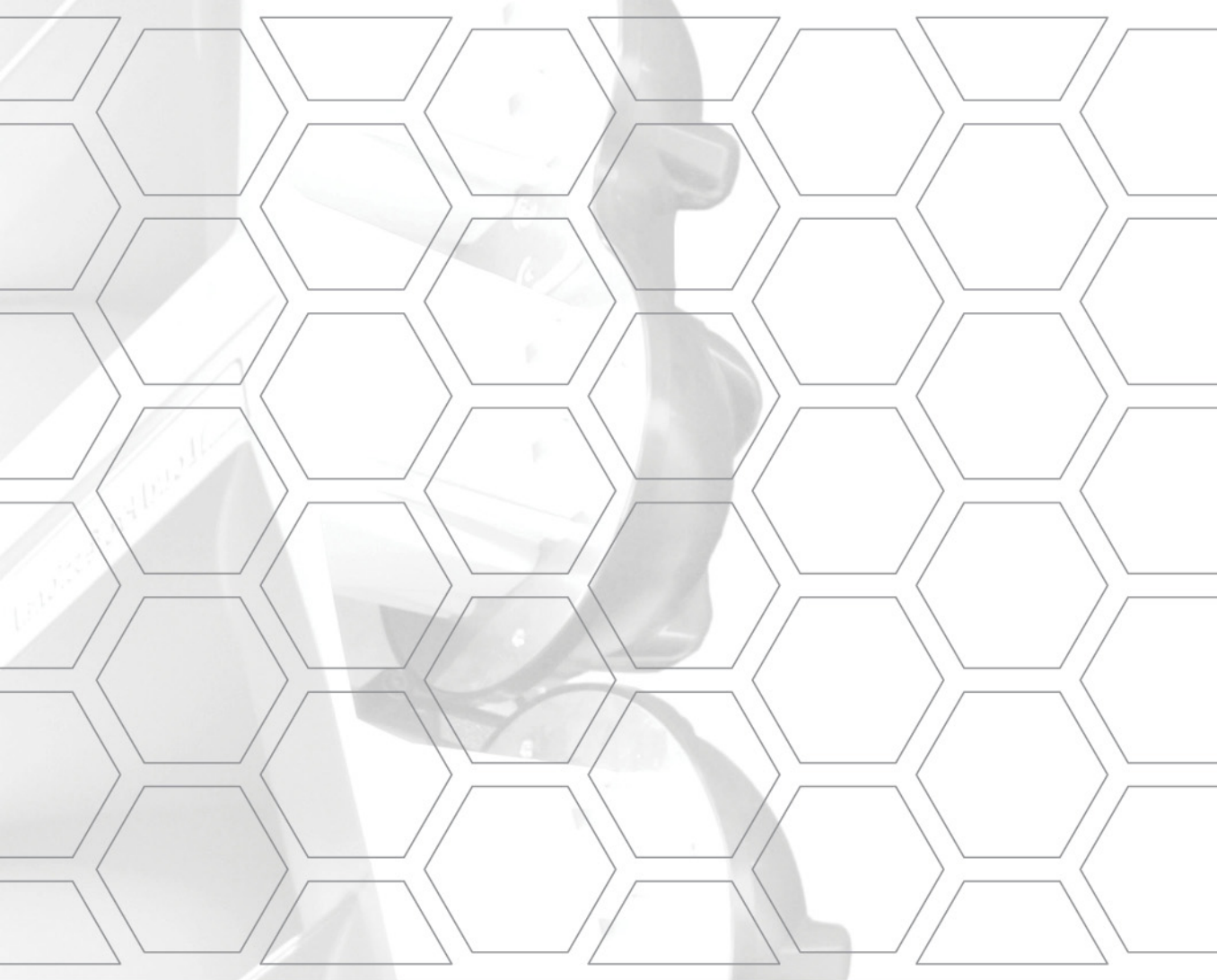


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Our origins

Loud Professional manufactures professional sound reinforcement systems. The project was born in Italy in the early 90's and initially focused almost exclusively in research and experimentation, thanks to the strong motivation and passion of Loud Professional founder Valerio Cherubini (CEO & Founder).

Bringing expertise & Know-How On the road

Before entering the professional audio market, Loud Professional staff and products underwent a long period of direct test "on the road". This trial period allowed us to gain a wide expertise, giving us the needed experience to begin our professional journey.

Brand Identity

In the 90's Loud Professional experience a profound evolution culminated with the refinement of the VH e-motion series, a true flagship of the company.

This evolution lead us to define our Sound Philosophy, giving rise to an important Brand Identity process, characterized by the strong spirit of the company. Definitively, our systems were - and still are - extremely recognizable due to the particular and unmistakable speaker design.

The Sound Philosophy

The VH e-motion Series was started with a fundamental ambition that inevitably took its name: to give back to the audience the purest and accurate listening experience wherever they moved within the audience itself. This was the starting point of our sound philosophy: to give all listeners the same identical emotions (e-motion) of listening, the most uniform possible along the two fundamental axis, "V"ertical (forward and backward) and "H"orizontal (from left to right). Hence the name VH e-motion.

With this important series, emerged our guide line that we still respect and pursued today: **controlled directivity, high efficiency, wide dynamics range, strong sound impact, powerful bass, smooth and flat frequency response.**

Later on, in order to answer to the professional market users and installations requirements, all successive product lines were designed: first the VH Layer Series, in which all the aforementioned principles were transposed from Point Source to Line Source systems. Now our new "Formula" series can be considered its natural evolution due to a constant, intensive and attentive R&D. The same fundamental aspects of the previous VH Layer series are successfully combined together with a new way of thinking...the Formula™ Concept!

Our Mission

Our mission is always offering the maximum comfort to our listeners for the best quality listening experience, every time and everywhere. So, they never get tired at any sound pressure level, feeling strongest emotions in a new **"unheard way of listening"** through the most accurate manufacturing of extremely advanced and technologically innovative sound reinforcement systems.

The Intensive R&D

Being fully aware that R&D is the heart of our continuous evolution, we are constantly engaged on improving our products range thanks to Finest Manufacturing Process. Loud Professional sound engineers are completely supported by an equip of experts in prediction & simulation softwares, giving real time all necessary updates on projects in progress...guaranteed success! No-mistakes are accepted! The current advanced prototyping process allows to perfectly establish our quality standards, to be always respected across all production batches, ensuring the most accurate uniformity over time.

About Us

The Look Made in Italy

"Italians do it better", we are proud of the 100% Made in Italy manufacturing process, from design to manufacture.

Our product is appreciated in many ways and one, is definitely the most redesign is absolutely unmistakable. The chromatic contrast between the black cabinet and the purest white of the horns, make it a one-of-a-kind product that can be harmoniously integrated into the architecture of the installment place. Discretion and charm are unmistakably key-factors of our line.

The Technical support

Passion, experience and Know-How, perfect Identity and sound philosophy, are the result of a long evolution and constant research, representing the staples of Loud Professional, but we still have some more important objectives to be achieved. For sure, one of these, is to create the largest audience of constantly updated and well-trained users who share the same sound philosophy, the same way of thinking. In order to do this we have been organizing workshops, courses, seminars and training days for the industry experts.

This training moments are vital for learning our systems' functionality and for adapting it to every use, so to always achieve the best performance, anytime and anywhere. Whenever you are using a Loud Professional system you will always have the same feeling!

The refinement of particular application softwares such as for management & sound prediction allows a more precise and fast use of our systems, specifically with the aim of standardizing the Loud Professional sound universe. The creation of the PowerRack as a solid platform for amplification has allowed us to come full circle. A wide range of dedicated presets and system configurations always allow the perfect use of our speakers with no-compromise, maximizing its performances. The PowerRack is an extremely useful and indispensable device that guarantees the correct power supply of the amplifiers, the correct management of the input signals and the output power, according to the speaker internal wiring system. AC Mains & Signals Patch and PowerPatch are the main responsables for this job and they are both integrated into the different versions of the PowerRack series, mistakes are no accepted!

Marketing Approach & Brand Awareness

We engage in an intense promotional and demonstrative activity that naturally favors the growth and expansion of the brand. Once you've listened to a Loud Professional system, you can't forget it! We regularly take place to the most important trade fair shows, to reach out to experts and companies interested in a partnership, thus creating a Network within the global distribution. The most widespread sharing within the network and the world wide distribution facilitates the integration of our systems.

Loud Studio, our new concept of assistance, allows today's users to be globally assisted according to their every need. Highly qualified staff in each assistance center will be able to answer to the different request for technical assistance and more. Special system configurations, prediction projects, custom-made installations and more can be provided in a short time spread.

We promise that with us you will experience the maximum comfort by living a unique experience. Our main goal is your total satisfaction...

"Listen carefully...Feel better!"

About Us

F205



F210



F212



F215



"Listen carefully...Feel better!"

Formula Series



F221

"Listen carefully...Feel better!"

Formula Subwoofer Series



VH MH210H



VH Bass215H



VH F12H

"Listen carefully...Feel better!"

VH e-motion Series



VH F15EV



VH F15



VH F12

"Listen carefully...Feel better!"

VH Full Range Series



VH Layer212H



VH Layer112H+EMD



VH Layer112H

"Listen carefully...Feel better!"

VH Layer Series

VH SM212



VH SM12H



"Listen carefully...Feel better!"

VH SM15



VH Monitor Series

VH Infra218R



VH Sub218H



VH Sub218R



VH Sub118R



VH Sub121H



"Listen carefully...Feel better!"

VH Subwoofer Series



VH Micro Full Range

"Listen carefully...Feel better!"



VH Micro Sub112DR

VH Micro Series



Smart Sub2.8R



Smart Sub2.5R



Smart Sub1.8H



Smart1.5



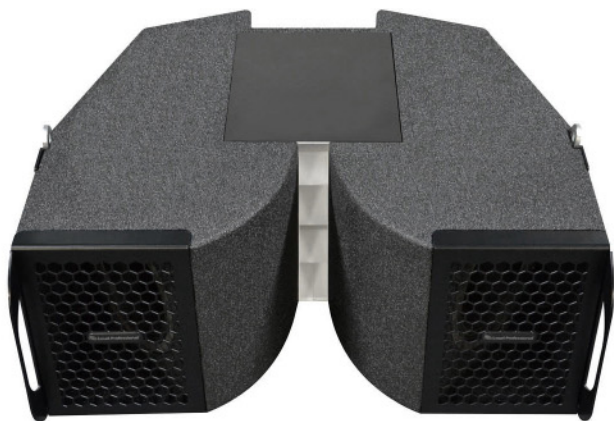
Smart1.2



Smart1.0

"Listen carefully...Feel better!"

Smart Series



FocusEight

"Listen carefully...Feel better!"

Focus Series



MicrHome



MicroHome Sub

"Listen carefully...Feel better!"

MicrHome Series

Gamma5



Gamma6



GammaS8



"Listen carefully...Feel better!"

MicrHome Series



Nucleo



NucleoS

"Listen carefully...Feel better!"

Nucleo Series



AirFive



"Listen carefully...Feel better!"

AirStudio Series



PoweRack V.1



PoweRack V.1i



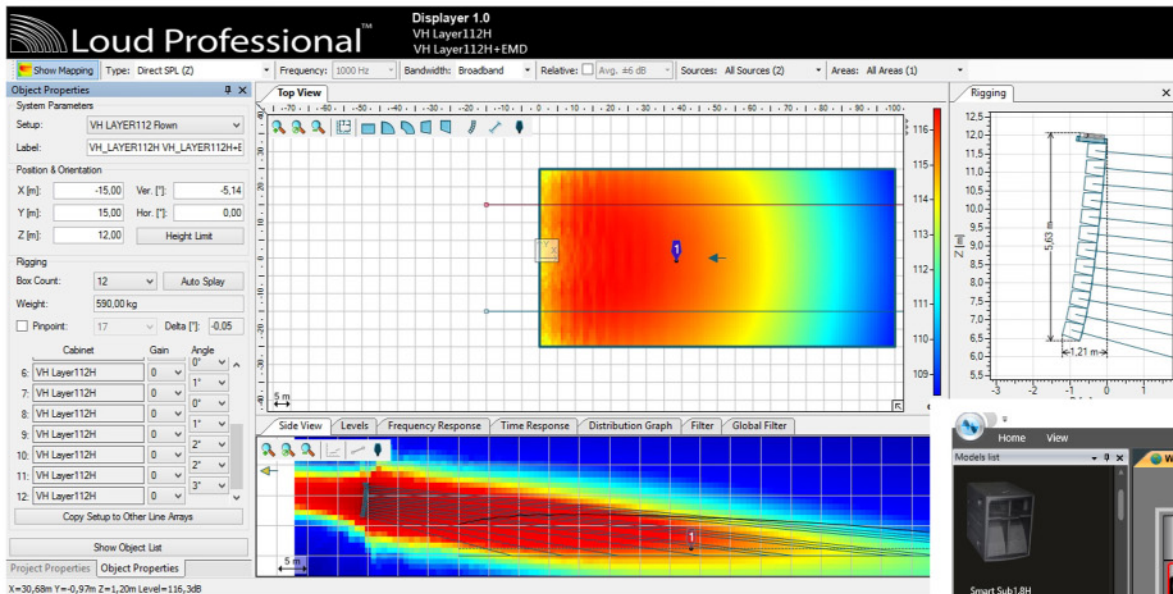
AC Mains & Signals Patch



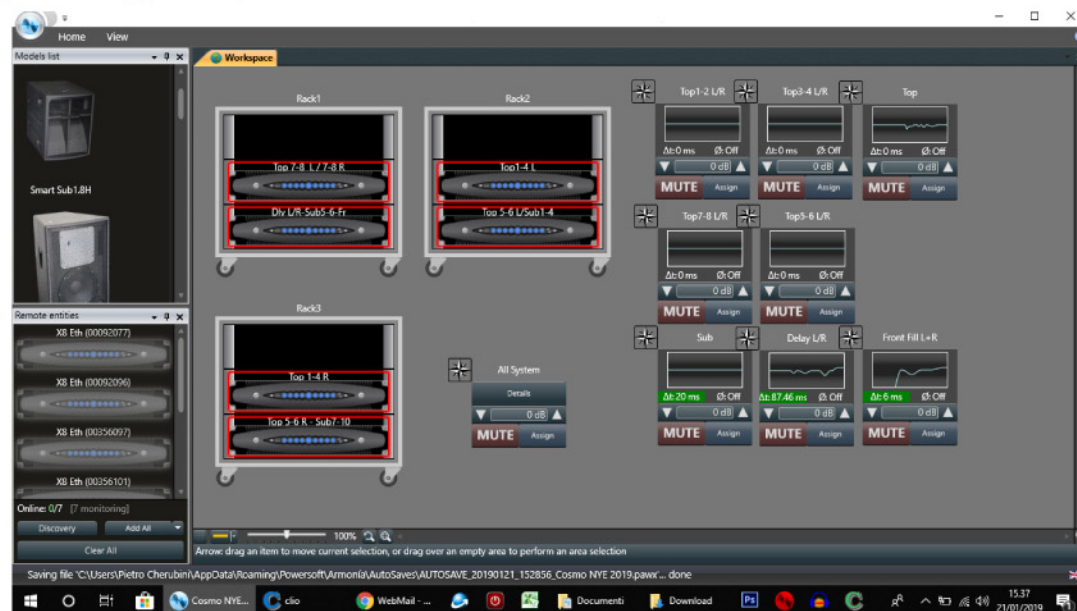
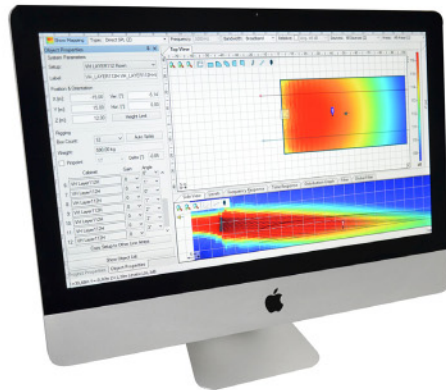
PowerPatch

"Listen carefully...Feel better!"

PowerRack Series



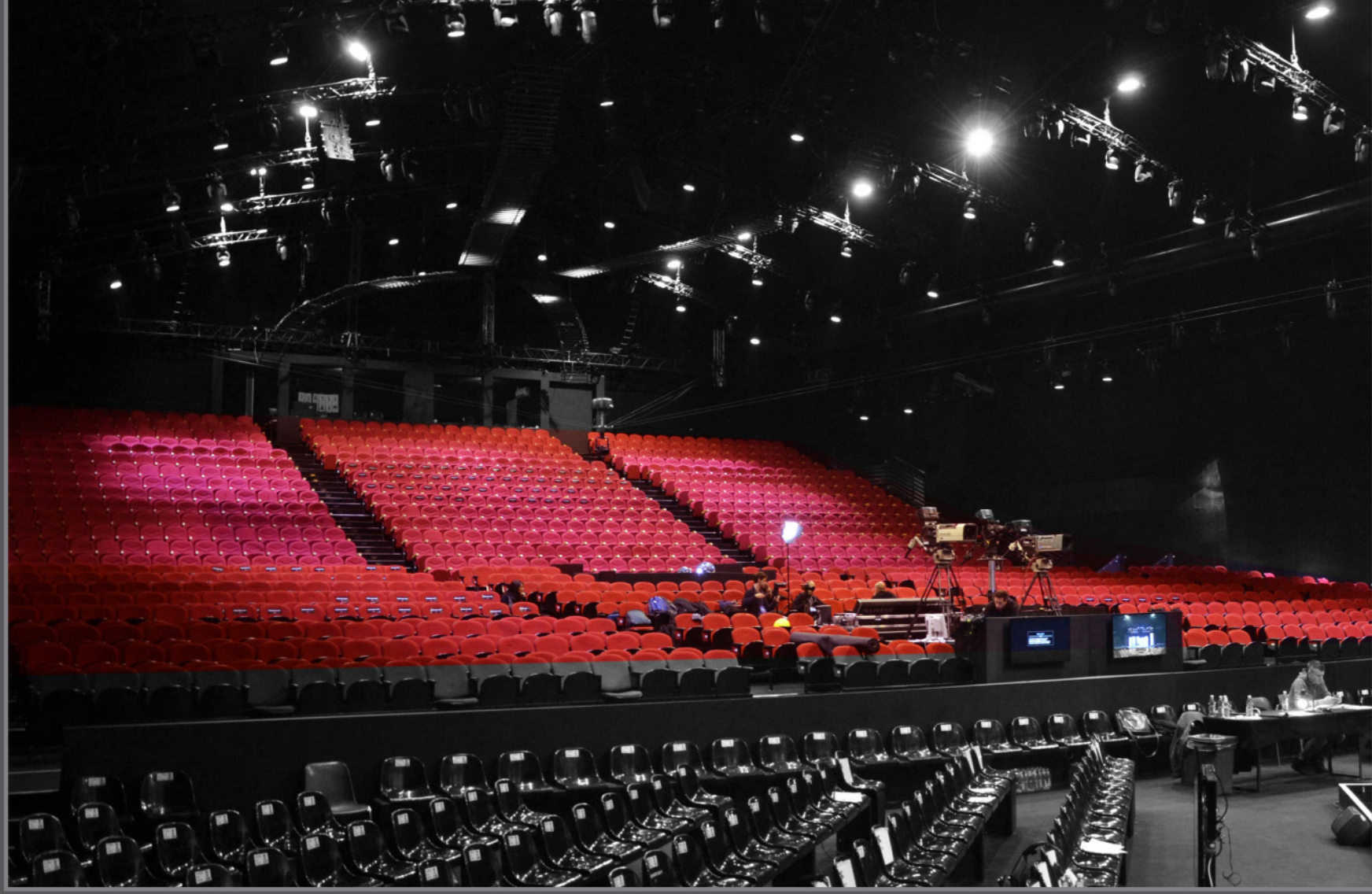
Simulate our Line Arrays, Point sources, and Sub Arrays. Define audience areas, section views, and receiver locations flexibly. Calculate sound coverage and frequency response immediately. Use FIRmaker optimization to compute FIR filters tailored to the venue. System designers can simulate the acoustical performance of the complete sound system to find the optimal setup for a given venue with multiple audience areas, curved and inclining seating. Ease Focus 3 assists our user with many intelligent features such as Auto Splay functions, Virtual EQ, and detailed analysis of sound coverage, SPL and frequency response.



"Listen carefully...Feel better!"

Softwares

X Factor Arena



Back To Future - Paul Kalkbrenner



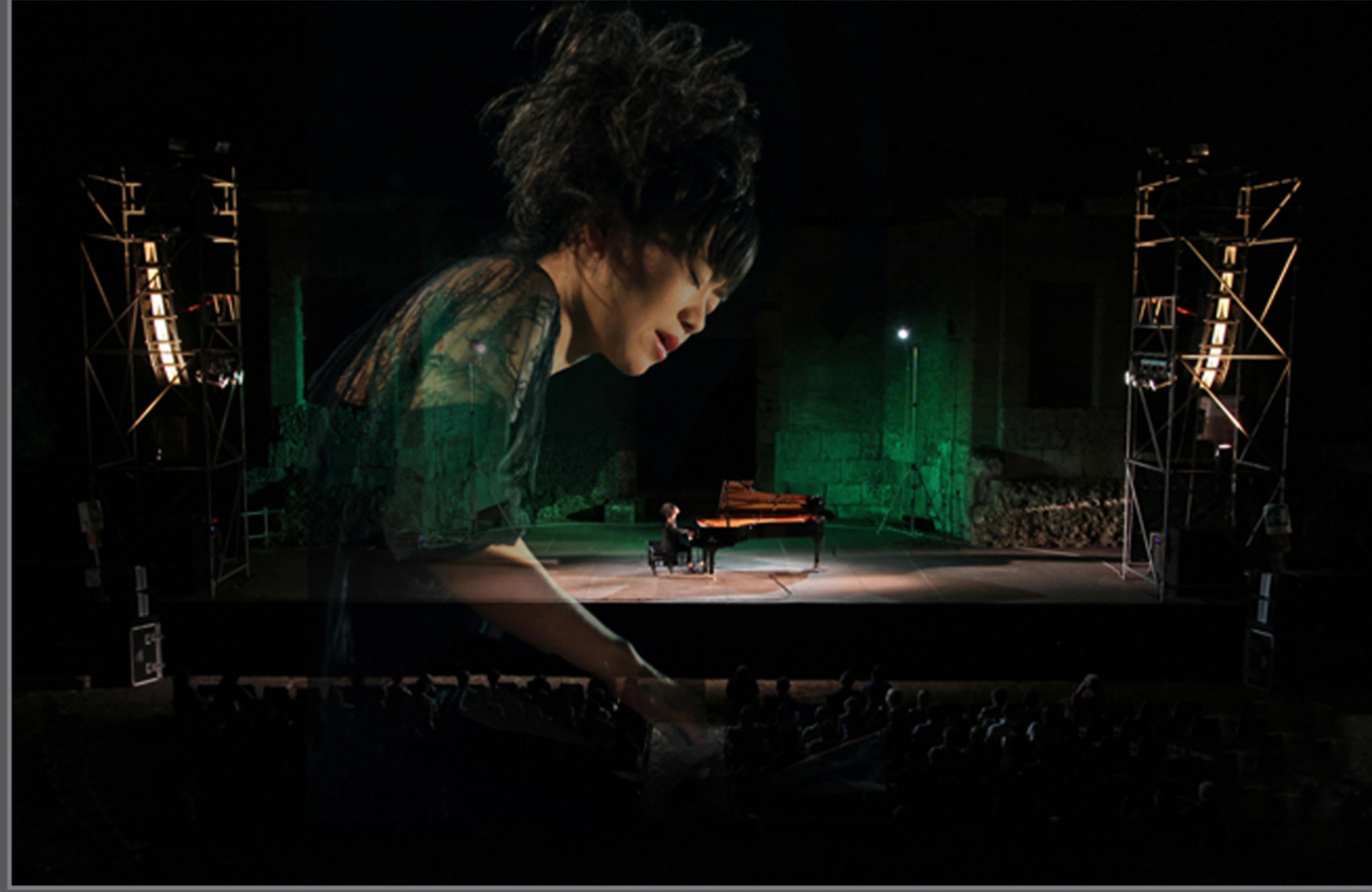
Music Inside Festival



Kappa FuturFestival



Tuscia Jazz Festival



Just Music Festival





Movement Festival



Extrema Outdoor Festival



DC10 - Ibiza



Spazio Novecento - Roma





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Welcome to Loud Professional

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