

Powersoft Celebrates 20 Years Of Extraordinary

THE FOUNDERS OF POWERSOFT



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Powersoft is a unique company that is mainly renowned for its amplifiers. The company has brought amplifier technology to a whole new level with its innovative technologies. Powersoft takes great pride in being Italian from design to manufacturing. Interestingly, though the company does not have its own loudspeaker brand it has also created technologically efficient transducers which the company offers to other speaker brands. ETA is pleased to do a special coverage of the company in honour of its 20th Anniversary.

How has Powersoft as a company evolved over the years?

Powersoft was founded in 1995 when three friends combined their love for music with a passion for technology and a curiosity for experimentation. Luca Lastrucci, his brother Claudio, and their mutual friend Antonio Peruch began on this adventure by modifying amplifiers and occasionally building them from scratch. They succeeded where others had failed in developing a Class D amplifier that was perfectly operational and stable for high levels of power. Since then Powersoft has

continued to pioneer and adapt breakaway technologies, notably switch mode amplification (for 'greener' power output), Pulse Width Modulation (PWM) and Power Factor Correction (PFC) in a way that has enabled them to achieve a combination of efficiency and power. Believing strongly in active speakers, the company was first to develop amplifier modules that could be integrated into the speakers and with the IPAL product, it patented the differential pressure control (DPC) allowing close integration between amplifier and speaker, while M-Force resulted in a revolutionary approach to creating a transducer for subwoofers. As a result of Powersoft's endeavours, and acceptance of switch mode amplification as an industry standard today.



M-Force offers a revolutionary approach to creating a transducer for subwoofers

What is the philosophy behind the design of Powersoft's products?

Powersoft invests over 10% of its turnover in the research and development of technologies applied to products and solutions dedicated to the pro-audio industry. This makes it an unconventional company. The company has a different philosophy from mainstream thinking: Product development is not dependent on the sole analysis of the opportunity for better business or revenue, but on the continued experimentation and curiosity of breakaway technologies which can potentially help to create innovative products not catered to requests but to create them exclusive of any. It is also worth highlighting the importance of environmental-efficient technologies that is becoming ever more relevant in today's world. Integrating these technologies into products has always been part of the underlying philosophy at Powersoft both to save customers' money and in preserving the environment.

In addition to the above, there are some peculiar features that are making technologies relevant for the pro audio

market, however networking and control are the ones that have the biggest effect on the market. The equalizers and crossovers that once took up several rack spaces and had lots of unreliable controls have been superseded by digital signal processing (DSP) implementations in software. The integration of the DSP inside the power amplifier is another change taking place right now providing users with an extra level of capabilities and tools for running their PA in a safely manner but without the need of compromises in the final performance.

And how does the new X Series tie into that philosophy?



X-Series

X Series represents what we have just said. "We looked at what we believe amplifiers will require for the next 10 years and made a platform capable of meeting these needs," was the mandate set by Powersoft. Its superiority is underlined by economy and versatility. Uniquely it allows the audio system to operate independently from the power mains available at a given venue and allows even smaller racks to be brought to run the show. This brings complete system integration closer to reality and provides an unmatched level of control over the behavior of both the audio and power source. Dante recognition is a powerful adjunct and another neat touch is the integrated WiFi connection, that permits the Powersoft X Series to be accessed and managed via any smart phone or tablet through a user interface specifically developed for local monitoring. A generation on from helping to pioneer Power Factor Correction (PFC) — boosting stable power supply — and Powersoft's patented Smart Rails Management (SRM) technology — ensuring efficiency and cool operation — the X Series has now set the bar at a near-impossible height.

Is there a particular strategy for Asian market in terms of sales, turnover and brand image?

In the last 5 years the size of the ProAudio market in Asia has grown steadily with high levels of investment, both from the public and private sectors. This increase of investment has attracted a lot of pro audio companies to look for business there. In light of this, our international business has grown well these past few years and today, Powersoft is available in over 50 countries worldwide through a strategic network of partners, distributors and authorized service centers. Our distribution network over the region includes DasanSR in Korea, E&E in Singapore, MTC in Japan, Sanecore in China, Production Audio in Australia, SeaPower in Taiwan, Pro AVL in Vietnam and the last but not least, the Indonesian team, Kairos Multi Jaya partnership which we announced at the recent PL+S in Frankfurt - all of which are overseen by Area Manager, Arthur Soh. We also introduced a new sales and support organization into the company's distribution network for the Indian subcontinent at the start of this year, and Powersoft will be attending InfoComm India in September, for the first time with its own booth.

In terms of Brand and communication activities, Powersoft has always oriented marketing efforts to increase its visibility in the Pro Audio market and bring practical benefits to its distributors especially in the education field. "Education is an important point for us because we are constant in rolling out new concepts and technologies that may become unfamiliar to people. Our Sound School and other training programmes are ideal tools to inform users about the benefits of our products," says Francesco Fanicchi. "We want everyone from sound engineers and architects through to consultants and in house marketing people to better understand what is possible." This is proven by the engagement of Remo Orsoni, Powersoft's technical application engineer who is based in Singapore and supports distributors in educational and technical field.

Being able to respond to challenges quickly and effectively makes all the difference. This is why Powersoft has 25 authorized service centres around the world. It is an incredible achievement and endorsement to the value of the Powersoft service center and its training, and more importantly, the company's commitment to its end users. Through technical support offered by authorized service centers, Powersoft is able to resolve every technology-related problem that clients face anywhere in the world. One of the company's greatest assets is reliability and not just to the products made but also to the people. The company's customer service department is a channel that gives clients the best assurances to get problems fixed within the shortest turnaround time, and this is a great benefit for customers who have chosen Powersoft amps.

What does the next 20 years hold for the company?

Our two decades of innovation has revolutionized the development process and creation of powered amplifiers. We have a clear vision and some might say foolhardiness that drives us to pursue new innovation on a daily basis. This is none more so evident than in the products that we have developed through the years that has shaped the amplifier business today. We have continued to achieve year on year growth across the company, and there are many challenges associated with this. Our goal is to make sure that we are able to scale and manage this growth properly and effectively, while making certain that the customer experience remains outstanding. We are extremely proud of the manner with which we take care of our customers, and as Powersoft continues to innovate and produce new technologies, we want to make sure that positive customer experience doesn't change.

www.powersoft-audio.com

TWO DECADES OF PASSION AND INNOVATION

**1997 – Digam 7000**

The Digam 7000 was the first amplifier with increased power density and unprecedented performance, the single rack unit saving space and reducing weight. The amplifier came with a number of firsts for the industry: Switch Mode, Fixed Frequency and Power Factor Correction.

1997 – PowerMod

The first complete compact amplifier module, providing the highest power density at the time: the output stage and power supply were condensed into a compact and lightweight power amplifier for self-powered loudspeakers.

2002 – DigiMod 1000

A Class D amplifier module with specifically designed DSP boards boasting advanced processing, remote control and networking capabilities, the DigiMod 1000 provided granular control of sonic parameters and performance. The introduction of signal processing on-board of active loudspeakers marked a huge step forward in system flexibility and customisation.

2000 – Q Series

4 channels in 1RU. Powersoft R&D continuously optimised the design and performance of power amplifiers by providing a Series with even higher power density and more compact and versatile solutions.

2004 – K Series

DSP on board. Sound shaping and live performance optimisation at a level unachievable with external signal processors: the implementation of DSP on-board of power amplifiers heralds a new and innovative era of system controllability.

AESOP Networking: A de facto standard in signal routing through traditional Cat5 UTP cables that makes highly scalable audio distribution and remote system management effortless.

Step-up card: Increase the output power without the need to change amplifier, allowing systems to grow as required.

2007 – DigiMod 3000

PFC in Modules: At higher power levels, control over the AC mains supply and input power management became essential. PFC integrated into the amp module ensured power grid stability, less dissipation and improved system performance.

2007 – IpalMod

DPC: Differential Pressure Control offered loudspeaker manufacturers an effective tool to arbitrarily modify the Thiele-Small parameters of the driver, adapting the transducer's physical characteristics to the acoustic design.

Zero Latency DSP: Real-time signal processing allowed for the transducer behaviour to be modified adaptively and ensured consistent system performance over time.

2012 – DSP-4

Networkable amp module: Granular remote control of any single sound source; highly scalable and versatile performance management and sound shaping from single point source to high power complex sound systems.

2013 – DEVA

The all-in-one multimedia unit with integrated solar panel. A Wi-Fi manageable multifunctional system that implements the latest generation technology for distributing audio signal across large areas and perform audio/video surveillance in any operating conditions.

2013 – M-Force Technology

A new paradigm shift in low frequency application. A moving magnet linear motor structure capable of truly unrivaled performance in terms of power handling, electromagnetic conversion, reliability and maximum SPL.

2014 – X Series

High channel count, high power density, massive processing power. A culmination of twenty years of innovation, the X Series is a technological power house with the most complete feature set of any amplifier on the market. The high channel count, extraordinary processing capabilities and high power output make the X Series suitable for any audio application.

Revolutionary Three Phase supply with PFC