

GREEN POWER

With all things 'green' gathering significant pace, and having recently appointed industry veteran Thomas Mittelman, Powersoft has plenty of things to be pleased about. Where do the possibilities end?



VP & Director of Business Development US, Ken Blecher, VP & Director of Operations US, Thomas Bensen, Sales Manager, Luca Giorgi, MD Mobility Division, Luca Lastrucci, Business Development Manager, Thomas Mittelman, MD of R&D, Claudio Lastrucci, President, Carlo Lastrucci, and MD of Production, Antonio Peruch

POWERSOFT



FLORENCE, ITALY
EUROPE/MIDDLE EAST/AFRICA

Powersoft began life back in 1995 when brothers Claudio and Luca Lastrucci, and best friend Antonio Peruch, were driven by a passion for music and entrepreneurial spirit, and decided to start up a company. It is the same trio that remain in place at the head of the Powersoft machine today, and it is thanks to an abundance of innovative ideas and the passion and drive from the individuals that has moulded Powersoft into a successful and well respected brand within the audio industry.

In just 15 short years, it has to be said that Powersoft have accomplished some significant steps and some major achievements. From day one the founders had decided to focus their efforts on power amplification, seeing this as a core strength, and on reflection it appears they definitely made the right choice. Many

technological achievements and several patents later, the Lastrucci brothers were well on their way to establishing Powersoft as a leading market brand.

"Starting small and having to deal with all common issues of running a business, efficient manufacturing, plus the required approvals around the globe was neither easy nor cheap. But more and more clients appreciated the benefits of using Powersoft amplifiers with their unique combination of sonic performance, efficiency, minimal power consumption, reliability, and the ultra-compact form factor. It has resulted in a steady growth of the business from year to year, and the former 'family operation' has developed into a healthy organisation headquartered just outside of Florence, Italy, with offices in New York and Singapore, and a network of around 50 distributors all over the world," said Global Sales Manager Luca Giorgi. 'Going global' has been a significant milestone for Powersoft, and much of this has come down to the

high quality products manufactured by the company. Specifically when Powersoft introduced the Class D and Power Factor Correction technologies across the continents, both received particular attention from some key players within the trade as well as end users, and this helped to secure Powersoft's worldwide recognition. It is very clear that Powersoft believes that there is a huge amount of credit due to the team who work tirelessly to further the growth of the company. "Powersoft lives from passion and innovative spirit, and we are thankful for our enthusiastic team of co-workers at home in Italy as well as abroad, and our loyal network of distribution partners. Latest additions to the team are speaking for themselves, and are making Powersoft even stronger, and ready for the next steps into the future," said Luca. Powersoft is a very team orientated company and therefore generally does not always like to single out, however, there does have to be some ingenious nuts and bolts,



ABOVE: The workers at Powersoft HQ in Florence
LEFT: Luca Giorgi at PL+S 09 introducing the new K2 amplifier and a new software package for controlling amplifiers

which make up the backbone of the company. "Our Managing Director and R&D Director, Claudio Las-trucci, is the inventive brain behind all our products, and his father and President, Carlo Lastrucci, with his perseverance and energy, is an active leader and a driving force for the entire team. Without them and their hard work Powersoft would not be where it is," credited Luca.

Another highlight over the years for Powersoft was the successful launch of its flagship amplifier range, the K Series. Not only does this series include state-of-the-art DSP, but it is also has Armonía Pro Audio Suite PC software for monitoring and controlling, which in turn provides easy access to unique Powersoft technologies such as true power limiting and live impedance monitoring.

Something, which Powersoft is particularly proud of, and in many cases makes it unique amongst its competitors, is its forward thinking approach to 'green'

technology. Powersoft is a big believer in conserving energy, and as amplifiers are known to be the largest power consumers within an audio system, the company thought it would be a great idea to try and change that fact, without changing the sonic performance of the audio system.

Business Development Manager Thomas Mittelmann explained: "Our trademark 'Green Audio Power' is deriving from the fact of Powersoft amplifiers being extremely efficient, meaning they draw much less power from the AC mains. Up to 40% less power drawn equals a significantly smaller carbon footprint, plus a dramatically reduced electricity bill. We are compliant with the requirements of LEED consultants and engineers, and we are enjoying the approval of accountants as well, as budgets remain tight, energy cost keeps going up, but the demand for high-end performance and long-term reliability is continuously increasing. Powersoft is offering the perfect mix of ►

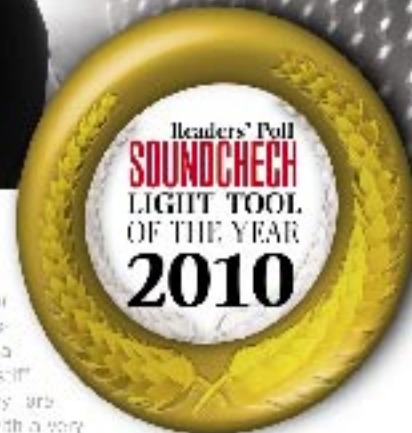
LED SOFT DISPLAYS

LSD

eurolite®

distributed by: www.lightshowtechnics.com | www.eurolite.com

get flexible!
where you want, what you want – it is your choice ...



LSD, that are our new LED Soft Displays, which start a competition with all LED panels. They are flexible curtains with a very low own weight. Just like a rug, they can be rolled up (some may only be folded up). So transport as well as installation and relocation is extremely easy. Even huge surfaces can quickly be erected by only two persons - in minutes! The different curtains is a wide play, by the way. Whether for clubs, halls, open air, shop windows or exhibitions, the LED curtains are suitable for any advertisement or advertising purpose. They meet the IP Code 44 and thus can be used outdoors. Ultra-bright tri-color SMD RGB LEDs are installed. They are capable of outputting up to 16.7 million colors. The real plus: the LED is able to receive a RGB color guarantee high resolution full color projection, nothing to be desired.

By the way: the curtains are available in different pixel pitches. 80 versions are offered: with a pitch of 120mm, 170mm, 200mm, 375mm, 250mm and 20mm. Customized LEDs can also be ordered. All versions can show video, graphic applications and logos. You should mind to check the power's distance to the respective installation. A standard laptop with 1 Gbps NIC and the optionally available AIO network control system is everything you need for controlling the curtains. The latter consists of a network interface and the LED Show TO software. So the curtains don't demand a huge effort. A real benefit especially for mobile use. Compatibility to other media software programs, such as MADRIX, is given as well. Moreover, by means of Serial and Receiver card you can operate the curtains via DMX. Quite important when you decide to work with video processors and playouts of live events should be installed.



TOP: The Moonlight Amphitheater, California was installed in 2009 using Q Series and K Series amplifiers.

CENTRE LEFT: Claudio Lastrucci with Kurt Springer with Powersoft's 'green' amplifiers.

CENTRE RIGHT: 'Green' amplifiers have become a defining product line for the company.

BOTTOM: Powersoft's Distributor of the Year Awards took place at the World Meeting 2010.



savings and performance, making the brand unique. And we have variety to choose from, depending on required features and specs, and budget. Our most recent addition, the new M Series, is expected to be received very well by customers too, as it is fantastic value with all the aforementioned benefits and a very attractive price tag." It is this 'Green Audio Power', which will also see Powersoft extending further into the fixed installation market in the near future.

"We are the first amplifier brand to achieve true 'green' values; nowadays it's often being copied without any real substance. It's not always easy to be a pioneer with new technologies, but in the long run it pays back. Powersoft is proud to be at the forefront with such technology, and the users are benefiting greatly from them," added Luca.

More recently Powersoft has taken to teaching, sharing and gathering feedback in the format of its World Meeting. Earlier this year, the second edition took place just before the Frankfurt Prolight +

Sound tradeshow. The idea behind the gathering is to give distributors from all continents, an opportunity to exchange news stories, introduce future plans and gather feedback, both in plenum and workshop format. The event was given the strapline: 'Five hours of good news'. And with the feedback Powersoft received, it seems this edition of World Meeting certainly lived up to expectations.

Thoughts behind the performance of Powersoft as a company over the last 15 years and its willingness to grow, move forward, and succeed comes in many forms: "We have a fantastic, unique product that does exactly what users need and expect. We have a great team of people, listening to the market and doing what is required – with passion. We have concepts and ideas for the future which will keep Powersoft as well as its partners and users at the leading edge of the pro audio industry, both technologically as well as commercially," said Thomas.

Proof that this is true, it is suggested will come from

a variety of sources. Spectacular projects such as the U2 360° worldwide tour which Powersoft was a part of, a single customer putting in a purchase order for 450 K10's, or simply great feedback, such as; "You guys rock," from an unknown visitor at a tradeshow. In terms of the future for Powersoft, the sky is the limit. Being a fairly young company means it is still getting people on board with its technology, however, with so much to offer, potential employees and customers alike would be mad not to join Powersoft on its quest for development, which is driven by sound enthusiasts.

Thomas concluded: "We have all reasons to be optimistic, though success is hard work rather than just luck: education, and promoting our strengths and values, is steadily paving the road to smarter amplification. If we can provide our users with a better amplifier, saving them space, weight, and cost in the long run, plus together we help saving the planet, then we shall do so. And we will." 