***For immediate distribution***

**Powersoft to Shake Up Prolight + Sound with New M-Force**

***First look for visitors at added solutions to M-Force***

***which simplify the workload of OEM partners***

**Florence (Italy), 05th April 2018** – Powersoft will leverage the international platform of this year’s Prolight + Sound show to ensure the widest possible audience their first look at the new M-Force. Announced as M-force 301P01, the unique and innovative transducer has been updated with a series of additional features to simplify the workload of OEM partners and will be unveiled on the Powersoft stand (Hall 3.1 C17).

M-force is now available as the M-force 01 long throw linear motor for infra sub applications and the M-force 02 short throw linear motor for high acceleration applications. With longer linear displacement, M-Force 01 is the perfect tool for direct radiation and bandpass applications, enabling manufacturers to keep cabinet sizes to a minimum whilst allowing for flawless infra-bass reproduction. M-Force 02 is designed to grant reliability under extreme loads, such as bandpass applications and loaded horn configurations.

Originally launched in 2013 in Frankfurt, Powersoft’s new M-Force is once again set to redefine the concept of infra bass. Based on a patented, moving magnet, linear motor structure, M-Force is purposely engineered to squeeze all available power granted by switching mode amplifiers to deliver unbelievable performance in terms of power handling, electromagnetic conversion, reliability and maximum SPL. Generating linear movement with parallel moving magnets, M-Force transcends the possibilities available from the limited power and loads of traditional moving coils.

Visitors will appreciate the developments to M-Force 301P01 which is engineered in a robust, factory assembled package, to simplify implementation. The motor is matched to the finest of tolerances to a purpose-built diaphragm, through a newly designed coupling and a lightweight chassis, thus also improving thermal dissipation. The need for an external spring has also been fully negated as magnetic spring action from linear movement is delivered by motor and magnets alone.

As Claudio Lastrucci, Powersoft’s R&D Director, states “I’ve always considered power amplification, signal processing, and transducer design in loudspeaker to be one single entity in the pursuit of performance. There’s no division between one domain and another because this would limit the evolution of the products to small changes that don’t add up.”

With over 20 years of experience in sound amplification and pro-audio developments, Powersoft understands the importance of making technology available to its OEM partners, while providing a strong support right from the design phase, to help maximise performance and reliability. Electronics being the heart of any active system, good integration makes the difference between a good and a great end product.

M-Force is configurable as a full system, comprised of M-Drive which fully exploits the potential of M-force to squeeze all of the available power granted by switching mode amplifiers. The most powerful amp module ever built, M-Drive is uniquely conceived to drive reactive loads. M-Drive can be equipped with any Powersoft or third-party DSP solution, and integrates Differential Pressure Control Sensor technology (DPC) used in both IPAL and M-Force systems.

Powersoft’s patented DPC allows a differential pressure signal, acoustically obtained from the two sides of the moving loudspeaker membrane, to be fed to the amplifier just as any other electrical feedback signal, thus overcoming one of the greatest limitations to the achievement of outstanding acoustical performance. In turn, Powersoft’s Zero Latency DSP provides an innovative architecture that ensures an astonishing 10μs latency on the critical feedback paths allows analogue type feedback approach with the flexibility of a DSP core.

Each element of the M-Force system, indeed every OEM product from Powersoft, is configurable with Armonía ProManager, Powersoft’s dedicated software tool. With Armonía Pro Manager, OEM manufacturers can initialize the system so that it shows proprietary brand information in Armonía, including series and model name, image and the serial number of the product.

The unmatched power versatility and simplicity of Powersoft’s robust OEM technology has already been embraced by many leading loudspeaker brands. M-Force is at the heart of major applications, including the world’s largest sub installation at the Avalon nightclub (Los Angeles, USA), and has been instrumental to a number of concerts and tours (Red Hot Chili Peppers, Caparezza), music festivals (Ultra Miami, Raumarock, Helsinki Pride), as well as global events such as the Super Bowl and the Grammy Awards. Its versatility is such that it is also used in cinema applications while in Iceland, M-Force recreates earthquake movements in the LAVA Centre.

Switching mode amplification is still a relatively untapped source of unexploited potentials. The new features designed into Powersoft’s M-Force make it a must-see product at this year’s Prolight + Sound show.

**For further information, contact:**

|  |  |
| --- | --- |
| Alexis Lipoff (media contact)**3WM Communications**Tel : +44 (0)79 49 599 002Email: lipoff.alexis@gmail.com  | Francesco Fanicchi**Powersoft (Florence, Italy)**Tel: +39 339 6381206Email: francesco.fanicchi@powersoft.it  |

**Or visit** [www.powersoft-audio.com](http://www.powersoft-audio.com)

**About Powersoft:**

Powersoft is the world leader in lightweight, high power, single rack space, energy efficient amplifiers for the professional audio market. Founded in Italy in 1995, headquartered in Florence, Italy, with offices in Ventura, CA, Powersoft couples the experience and precision of its production department with exceptional components to deliver products with perfect audio response and high performance reliability. Its state-of-the-art amplifiers can be found in an array of markets, ranging from stadiums, sporting arenas, theme parks, performance venues and airports to convention centres, churches and clubs, and are used by the world's leading tour sound companies. For more information, visit the Powersoft website @ [www.powersoft-audio.com](http://www.powersoft-audio.com)