

**From:** Innovative Theatres, Inc. [design@innovativetheatres.com]

**Sent:** Tuesday, July 01, 2008 5:04 PM

**To:** keith@innovativetheatres.com

**Subject:** We're Building in W. Hollywood



# Innovative Theatres

## Newsletter

### Cinema and Style

August 2006 - Vol 2, Issue 2

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#### Greetings

Welcome again to our monthly newsletter  
*"Cinema and Style"*.



Well the time has finally come.... After nearly a decade of trying to maintain multiple facilities to achieve a single purpose; turn-key theatre design and build, we have almost completed construction of our new showroom in West Hollywood CA. Located on Santa Monica Blvd. (between Fairfax and La Brea) in the heart of the design district, our new facility will offer a sixteen seat Moroccan-themed Theater designed for pure comfort and featuring state-of-the- art audio/visual for THX performance. We have also incorporated full design facilities to create and customize each clients theater and whole- home audio/video personal needs. We are very excited to offer a truly unique place for everyone to see and hear the latest and most innovative products in a beautifully designed setting. Scheduled for a July opening, we will keep you updated....

And as always we encourage your feedback to our newsletter and look forward to any design ideas or real world issues that we can help resolve to make your projects as pleasing as possible. Just call or drop us an email anytime. Thank you and we hope our newsletter will be both informative and useful in the months to come.

Sincerely,

Keith Willis - CEO -Innovative Theatres, Inc.

CEDIA Members, ASID Industry Partners, AIA Allied.

### Designer Solutions

Our article in last month's newsletter, "*The Five "A"s of Theatre Design*," received numerous e-mail inquiries asking for information on new products that are "designer friendly". After working with CEDIA Members and designers for over twenty years we know exactly what that means. So in the coming months, we will highlight products and unique solutions that we feel are beneficial to the design industry and today's homeowner.

In the next issue...."*The Invisible Speakers*".

### Contact Us

### Theater of the Month

Our Theater of the Month for June comes from our "*Following the Architecture*" series. This cozy eight-seat theater was designed for a Tuscan- style residence in Calabasas, California. In keeping with the five "A"s of theater design, the following are highlights of this Tuscan theater completed, earlier this month.

- **Architecture:** Natural stone columns in "Ledger Pattern" emulate the exterior architectural details. Custom "Old World" antique wood proscenium with chicken wire facade to house the audio-video equipment in-style.
- **Acoustics:** Walls were constructed to acoustically isolate the theater sound from the rest of the residence. The interior walls were then treated with fabric wrapped acoustic panels for sound performance within the theater.
- **Audio/Video:** 5.1 Theater Surround Sound and HDTV format front projection video were utilized.
- **Automation:** Easy one-touch theater automation controls all aspects of the theater operation.
- **Ambience and Accessories:** Four theater recliners for the front row and a chaise lounge array on the upper level allow for comfort and easy viewing. Dimmable cornice mood lighting and a full wet bar with coordinated custom cabinetry allows convenient access to snacks and beverages throughout the movie experience.

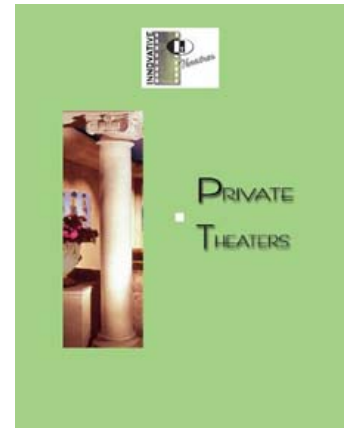
## Innovative News...

Our new brochure "*Private Theaters*" is finally printed and in our possession. If you would like to receive our Private Theatres brochure or our Classic Editions series brochure of pre-designed theatres. Please send us an e-mail or call us at 310- 656-0065.

We look forward to hearing from you.

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**Contact us.**



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***No one plans to fail .... they just fail to plan.***

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