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Innovative Theatres Newsletter Cinema and Style

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Greetings!

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

Our newsletter this month will briefly
touch on the process of Whole
Project Planning. What typically
needs to be considered when your
client says to you "*We want to put in*

*a home theater and we also want to be able to listen to music around the
house and surf the internet everywhere*". And as a footnote I will also include
what we see as a coming trend for this year. We hope that a little information
will help you feel more comfortable in this fast moving *Whole Home Integration*
world.

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 in
order to make your projects as pleasing as possible. Just call or drop us an



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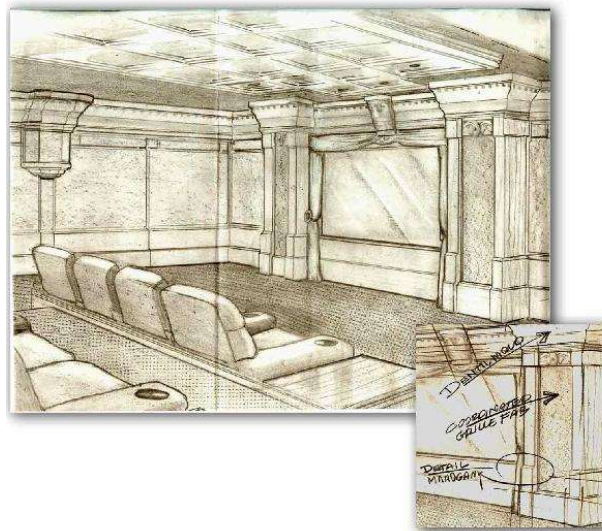
Thank you and we hope you are finding our newsletter both informative and useful.

Jon Heberling - President -Innovative Theatres, Inc.

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Style Counts in Theatre Design



Amid this current landslide of new technology, some elements remain constant. Thoughtful and creative design of modern theatre environments is every bit as crucial to the successful completion of an outstanding theatre as any item of space - age wizardry. There is simply no substitute for picking up a pencil (remember those?) and allowing the imagination to do what it does best.

Shown here are the hand drawn sketches for a recently completed project. The finished theatre is this month's featured "Theatre of the Month".

Coming Trend: Exotic theatre designs: Expanding beyond the "tried and true Deco" theme.

Theatre of the Month



The Traditional Style "*Estate*" theatre was designed to compliment the interior architecture of a client's home in Beverly Hills, CA. The Columns that adorn each side of the proscenium embody classic elements of the prominent Estate homes built in the 20's and 30's. This theatre is one of our "**Classic Editions**" pre- designed home theatre series. All nine Classic Editions are turn-key theatres that include audio/video, acoustics, interior elements and seating.

- **Architecture:** Proscenium columns. Custom antique wood wainscoting and base boards compliment the design. Cornice lighting for the "amphitheater feel" complete the look.
- **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:** Eight theater recliners are used for the front row and the upper level, allowing for comfort and easy viewing.

Whole-Home Entertainment

This subject includes many variables from simple room music speakers to automating the jacuzzi from the office. The choices can be the following:

- Music speakers in any chosen location.
- Music "zones". Each location operates independantly. Each room can play a variety of music sources.
- Stand-alone entertainment servers allow all your CD's and DVD's to be played in any location through- out the residence.
- Automation touch panels. These panels, that are usually mounted on the wall, can control everything from the security cameras and climate control to reporting the weather outside and more.
- Plasma screens that pop-up or that can be hidden by your favorite piece of art.
- Wireless conectivity. Computers can be connected together or surf the internet all wirelessly.
- Components on a network. Many program material devices (movie and music servers, automation systems, etc.) can be programed from locations outside of the residences. For instance, the music from a borrowed I-Pod can be uploaded to your home system.



Most of these options should be considered as soon as the design phase has begun and certainly before any walls are closed or before the drywall is complete during a remodel.

Contact us.

The Sight and the Sound - Theatre Audio and Video



At the same time as the theatre's interior is on the drawing board, the choices for the audio and video systems need to be considered. First - the screen size and type and viewing angles are critical to the overall theatre plan. Second - select the right video projector that will provide high resolution viewing and project more-than-sufficient light for daytime viewing. Next - The the theatre sound system. It has to pack a punch to play many of todays movie material. Make double sure the complete audio system can deliver top sound quality at higher volumes. A crackling speaker can certainly take away from your movie veiwing enjoyment. And last - the remainder of the theatre components such as the DVD player (Blu-ray or HD-DVD?), Satellite receiver, Theatre automation, etc. All with-in the budget!

Coming Trend - On-demand downloadable movies!



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No one plans to fail they just fail to plan.

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