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# Innovative Theatres Newsletter Cinema and Style

March 2007 - Vol 6, Issue 7

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## Greetings!

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

In our last newsletter we *very* briefly touched on the latest in home theatre and whole-home technology. We were amazed at the response we received from designers. Many of you had very specific questions regarding equipment and design ideas (our specialty) but most of the feedback we received was along the lines of " what is this present technology, what does the future hold and how can I explain this to my client in a simplified manner?". Well, in this issue we will explain (simply) the state of the art today and what is coming right around the corner for the technology of today's homes.

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 email anytime.

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



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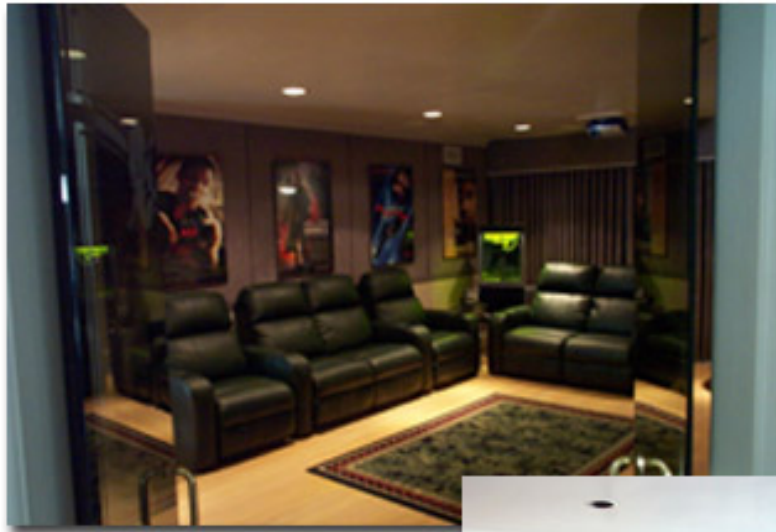
useful.

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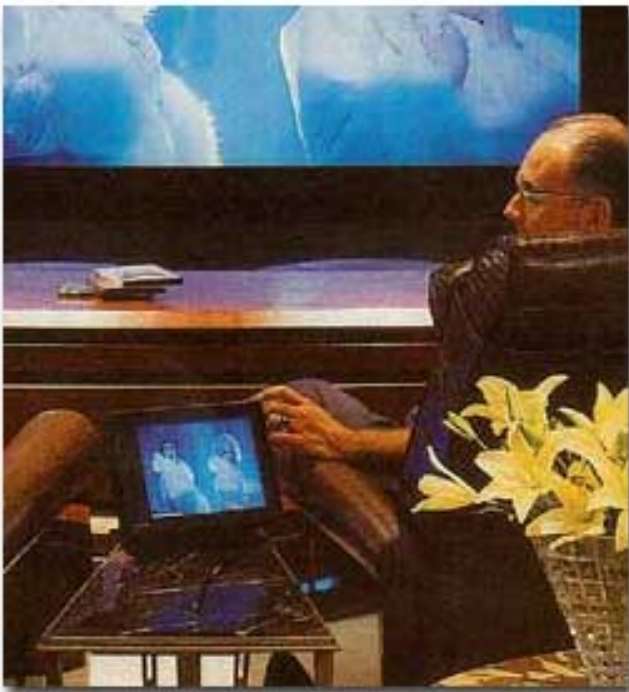
### Theatre of the Month



This before and after picture of this "mini" theatre, is actually a re-designed family room. We wanted to feature this room this month to illustrate how even a small but well-planned renovation can dramatically transform an average space into a beautiful media room in a very short time.

- **Architecture:** Proscenium columns. Custom antique wood wainscoting and base boards compliment the design.
- **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:** Six theater recliners are used allowing for comfort and easy viewing.

### "Must Have" Home Technology Today



This category of technology is ever changing and always updating, but a certain direction is clear. Large digital storage mediums and simple access to them are the way of today and will be into the immediate future.

What does this mean?

Simply put - all things in the digital domain (DVD's, HD/TIVO, Cd's, I-Pod music, your digital photos, etc.) are either ripped (copied) or downloaded or otherwise stored on a single computer-like component box sitting in your home theatre, media room or wherever your home electronics are housed.

Then all of this digital material is accessed by a number of different means which will depend on your lifestyle, your budget or your particular *wish list*. In most of our installations this program material is accessed by a touch panel on the wall of each room or a handheld remote control. From this touch panel the client can play all of their stored music or watch a DVD movie from their collection (HD/TIVO, etc.) in each room separately from the next room, all with the touch of a single button. This means that all of the homes entertainment is stored in a central location and still maintains single room flexibility.

This is the standard in the industry today - next we talk about **the future...**

## Tomorrows World

Or what is probably a more appropriate title "What's right around the corner".

In this category there are a number of things of note but what is most likely going to change our lives most significantly is Movies and TV On Demand. Movies on Demand are being readied as we speak. Microsoft, Intel and many other sources have a high stake in it's success.

How it works: From your computer or WiFi touch panel you will press a button that will bring you to a web server that will offer you thousands of choices of movies to purchase and download. You will be asked how long you would like to "rent" the movie for (3 days, one week, two weeks, etc.) It will download to your computer or storage device (as talked about in article two) and can be displayed on your computer or plasma screen or your ten foot wide home theatre film screen at your convenience.

Then after your rental time is up - it's erased automatically. No more Blockbuster or Netflix rentals ( interestingly Netflix and TiVo last Thursday announced a partnership to develop a movies-on-demand service as well as efforts to secure content from Hollywood studios). And director Martin Scorsese has recently come out in favor of the simultaneous release of movies on DVD with the movie house release.

What this really means is... that the private home theatre will allow us to view first-run films in better quality than the movie house, at a fraction of the cost and on our own terms (no parking - no barking). Now how great is that!

**Contact us.**



## Lofty Editions - Theatres for the High Rise?



Studio



Module

At the beginning of January Innovative Theatres released our new series of six pre-designed theatres named Lofty Editions. We designed this series specifically for the planned construction of the new lofts in downtown Los Angeles. Instead, because of their simplicity and low cost, (35K to 55K complete) these theatres have become a favorite for the redesign of the rec. room, spare bedroom or kids room who has gone off to college.

It's a simple way to add high quality viewing on a budget. Added bonus....Lofty Editions installs complete in about one weeks time.



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

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