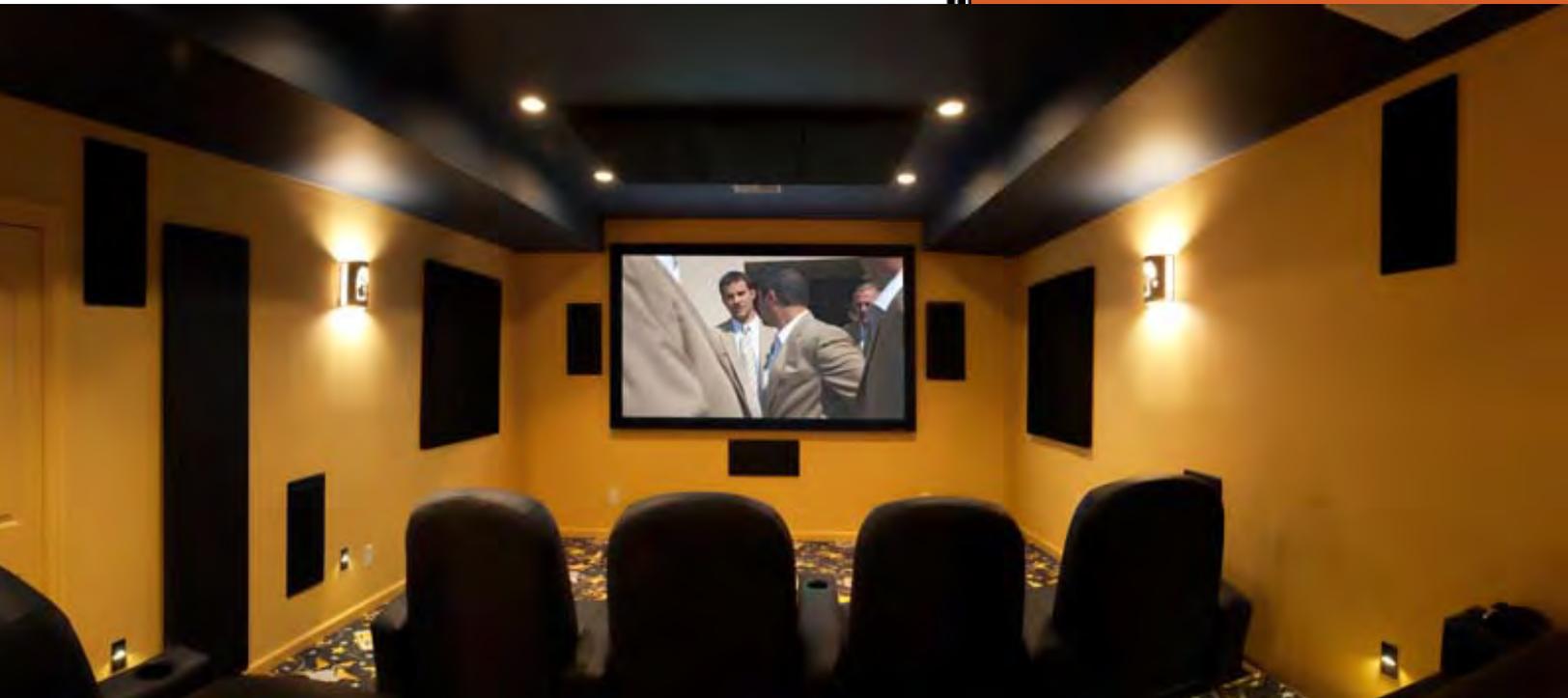


5 Ways

**To have the Most
Bragged About
Home Theater
in Your Town**



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5 Ways to Have the Most Bragged About Home Theater in Your Town

Have you ever been to someone's home, seen something that impressed you and you had to have it? Imagine having others feel that way when they're watching a movie at your home? Here are the five secrets that will make you the envy of all who enter.

1. Custom-programmed remote

A custom-programmed remote means that the entire theater is operated from a single remote, so simple that your guests can operate it. Eliminate the hassle of multiple remotes that only dad knows how to operate. Be in complete control of your movie experience.

Experience the Wonder of Wireless

When designing a home theater, it is important to get a radio frequency (RF) remote. This allows you to put all equipment inside a cabinet so **no more wires** are visible, thus preserving the aesthetic comfort of your home. With a high end remote, no more having to point-and-click in the direction of the components. Just touch the screen.

Examples of a Simple Remote



Figure 1: Home Page

Figure 2: Channel Favorites

2. Lighting Control

Having control of the lights is like having a magic wand in your hand. You'll never forget the look on their face as your guests take their seats, you press play, and the drama unfolds as the picture starts and the lights begin to dim.

With a simple press of a button, pause your movie and watch as the lights brighten slightly. Finally, after a captivating evening of entertainment comes to an end, the lights slowly brighten automatically allowing you and your guest's eyes to comfortably adjust. All of this happens automatically using a custom remote and "smart dimmers". "Smart dimmers" replace your existing wall switches and talk wirelessly to the handheld remote.



Figure 3: Lighting Control

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3. Up-front Design

The most important step of any theater is the initial design. Every room is different, and the size, shape, and materials of construction will drastically affect the sound.

Here is a do-it-yourself checklist of decisions to be made:

Home Theater Decision Checklist

- € How many seats do you desire?
- € When you go to the movies, where do you like to sit? (Front, middle or back)
- € What theme or colors do you desire? Are they available in darker shades?
- € What carpet do you like?
- € How do you feel about a black or dark ceiling?
- € What is your overall budget?

An acoustic analysis will give you a mesmerizing audio experience. This determines the ideal seating locations in your theater. Without an acoustic analysis, seats may be in bass peaks or nulls resulting in a poor listening experience.

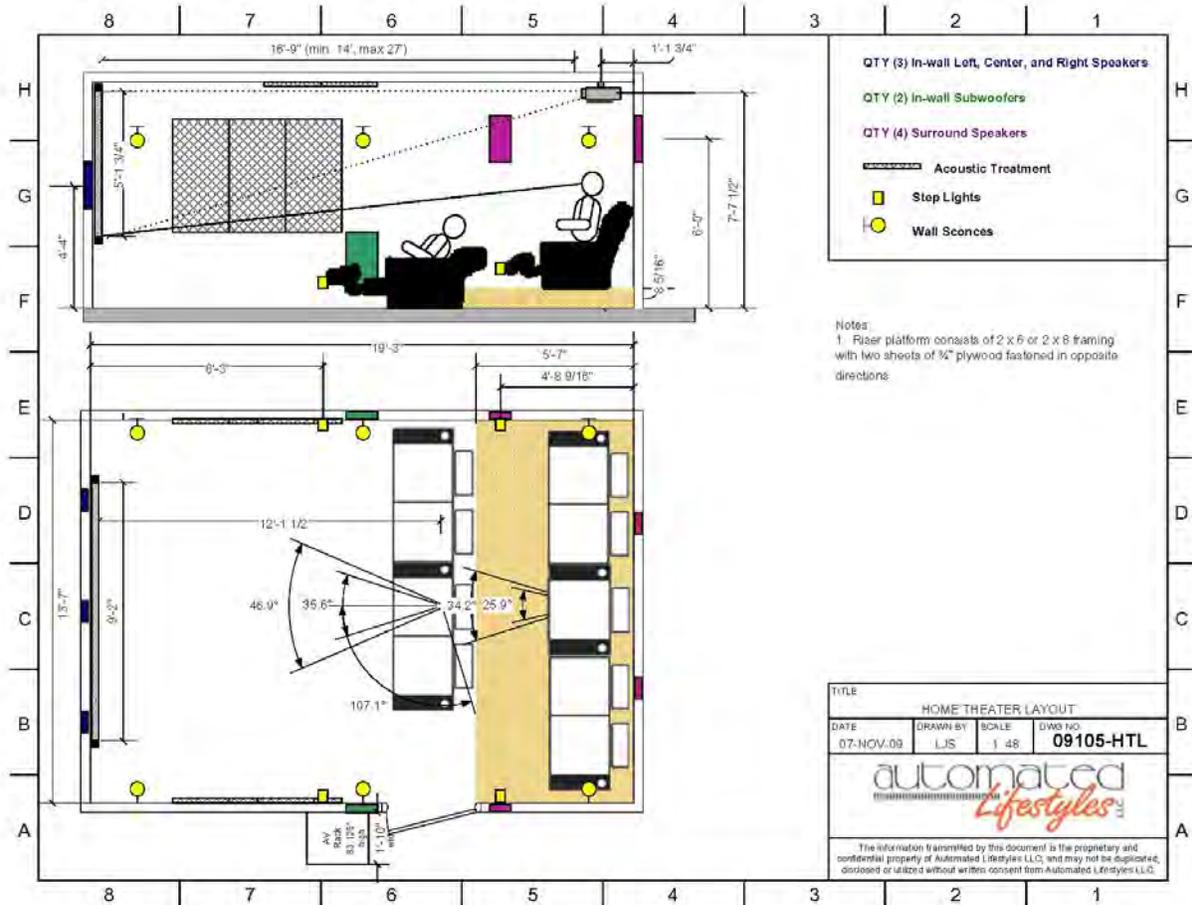


Figure 4: Detailed Design

Once the best location of seats is determined, the distance to and optimal size of the projection screen is determined. Once the screen size is determined, the projector mounting location is finalized.

If doing it yourself, check the websites of THX, the Home Acoustics Alliance, and the Imaging Science Foundation. If working with a professional, make sure they are certified by these organizations.



4. Acoustic Treatments

Acoustic treatments are specially designed fabrics to enhance the acoustical experience. Just like the design of the room is important, so are properly placed acoustic treatments. Remember the last time you were in a theater and asked “what did they say” to your companion during the movie? In every home theater, this occurs if the sound reflections in the room are not properly addressed (in technical terms you ear hears the dialogue from the center speaker and milliseconds later you hear the same thing from wall and ceiling reflections, resulting in hard-to-hear dialogue). Acoustic treatments are almost always required to improve clarity and focus.

You’ll want to determine if acoustic diffusers or reflectors are necessary near the back of the room for enhanced surround sound.



Figure 5: Acoustic Treatments

5. Professional Audio/Video Calibration

Getting great sound and picture in a home theater requires skill—it doesn’t just happen by accident. A key important step is the final audio/video calibration of the theater.

This “fine tuning” involves setting up microphones and test equipment to actually “listen to” how the sound performs across the entire audible listening range (20 to 20,000 Hz). This

equipment graphs the results, and gives experienced technicians the information necessary to “tweak” the settings in the surround sound receiver and subwoofer.

Be Cautious

Using this equipment, it’s not unusual to find speakers improperly wired in the factory or speakers that needed to be replaced on day one. Can you imagine paying for a faulty speaker that would have affected the quality of the entire system and you didn’t know about it?

Video Calibration

Research confirms, especially for TVs, that when customers look at several TVs side-by-side they often select the TV with the brightest picture. Then they bring it home. Little do they know the manufacturer turned up the blue levels to make the TV brighter so they would purchase it. It needs to be calibrated. With a video calibration, skin tones, team jerseys, and movie scenes look realistic and just as they were intended to be viewed. The more realistic your movie looks and sounds, the more you and your guests are taken away on the ultimate adventure!

Summary

In summary, here are the five things that make for the ultimate theater experience:

- 1. Custom-programmed Remote***
- 2. Lighting Control***
- 3. Up-front Design***
- 4. Acoustic Treatments***
- 5. Professional Audio/Video Calibration***

With all five, you can be sure to have the most bragged about home theater in your town!
Enjoy and happy listening!