Spring 2011 Home Theater Portfolio

CINEMA TECH™

Designing Function and Creating Beauty.
One-of-a-Kind Custom Home Theaters.

Why Settle For Mediocrity?

Tarah Theater Design with ARS Treatment and Lonestar Incliners
Photo Courtesy of Integrated Home Systems
Reno, NV

Entry Page Photo: Royal Theater Design with ARS Treatment and Valentino Recliners
Photo Courtesy of HP Media Group
Las Vegas, NV

Though CinemaTech is wildly known in the Home Theater marketplace as the industry leader in luxury home theater seating, CinemaTech also offers world-class home theater design including but not limited to space planning, interior design, acoustical engineering, construction documentation, and the complete installation of it all.

We understand that a great private theater is more than just a theater in a box with a big screen and dynamic sound. Recreating an authentic movie experience at home requires imaginative architecture, theatrical lighting, precise acoustics, and unparalleled comfort. That is what a CinemaTech custom home theater is all about. Using the latest in virtual software, our talented and experienced design team ensures that the theater of your dreams becomes reality.

We are respectful of your time, therefore there is never a fee for an initial design consultation, and we are committed to you from the initial decision making process to the grand reveal of your finished theater. Put, simply we focus on all the details so you don't have to.

All of CinemaTech's theater components are custom manufactured and installed by our professional team of theater artisans who expertly tailor your theater design choice to your room. From determining your architectural style and concept, to selecting the carpeting and lighting, our designers will guide you through every step of the process to create an extremely functional and aesthetically pleasing home movie theater.

When you purchase a CinemaTech theater, you'll receive the highest level of workmanship possible. The entire home theater design and manufacturing process is managed in-house.

Azzurro Incliners
Photo Courtesy of HP Media Group
Las Vegas, NV

Legend Theater Design with ARS Treatment and Valentino Incliners and Equinox Sectional
Photo Courtesy of Integrated Home Systems
Reno, NV

"If given a choice between listening to $40,000 worth of state-of-the-art controller and multi-channel power amplification and no room treatment, or a high quality A/V receiver and the ARS package. I would choose the lesser electronics in the treated room. Room acoustics are that important."

Robert Harley
The Perfect Vision magazine

"Our award winning spectacular theater design services include an initial design consultation, preliminary design drawings, 3D computer generated renderings, material and finish sample board, and a complete set of construction documents for your builder. We make dreams a reality one theater at a time."

Stacey London
Senior Interior Designer, CinemaTech, Inc.

One-of-a-Kind Custom Home Theaters

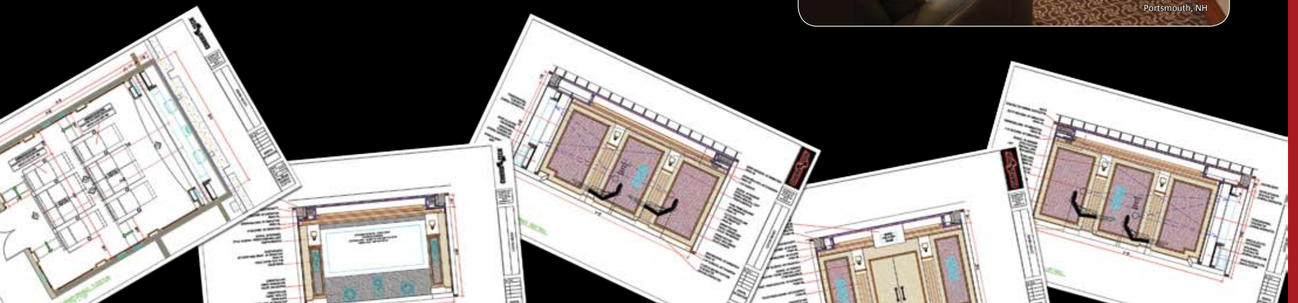
À la carte Carte Services To Aid Home Owners, Interior Designers, Architects, and Home Builders

- Design Consultation
- Preliminary Conceptual Design Drawings
- Material & Finish Selection Assistance
- Three-Dimensional Renders
- Construction Documentation
- Sound Isolation Documentation

Three Dimensional Render

Actual Photo Image

Divine Theater Design with ARS Treatment and Valentino Incliners
Photo Courtesy of DC Home Systems, Inc.
Portsmouth, NH

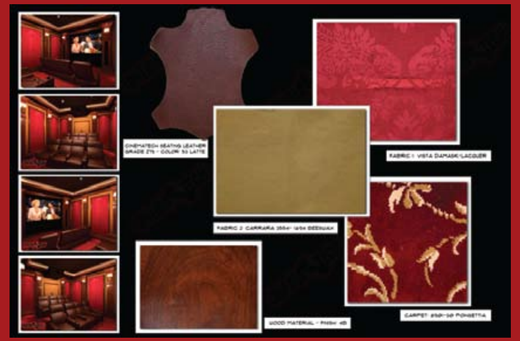


Design Services Program (DSP)

Have you One-of-a-Kind Home Theater Designed for Virtually No Cost

CinemaTech offers a Design Services Program for a nominal fee of $2,500 and the fee is fully credited to the purchase of CinemaTech's Seating, Acoustic Room Systems, or for the theater design/installation itself.

The DSP includes in-depth consultations with a CinemaTech senior theater designer, preliminary design drawings (including floor plan, seating layout, wall elevations including sight lines, and a reflective ceiling plan), artesian 3D Computer Renderings of the room and a beautiful color board of the theaters materials and finishes.



Whether your theater is contemporary or classical, CinemaTech's design staff will help you through every portion of the home theater design process.

Because we install home theaters exclusively and on a much higher volume level than all others in the marketplace, we are able to provide a level of service and final product build that is simply

"ARS is an 'Edge-of-the-Art-Product' that transforms an ordinary room into a flawless audiophile's dream come true. We have installed the ARS system in all our demonstration rooms and there is no doubt that its acoustic finesse has contributed immensely to our sales throughout the years. CinemaTech and ARS deserve my highest recommendation as a company and as a product."

Terry Menacker
President, Overture Audio
Wilmington, DE

Ruby Theater Design with ARS Treatment and Le Grande Recliners
Photo Courtesy of Integrated Home Systems
Reno, NV

How Does it Work? Step-by-Step?

Typical Process of Obtaining a One-of-A-Kind Custom CinemaTech Home Theater

Step 1: Initial Contact

- A homeowner expresses interest in a Custom Theater and information is collected (i.e. floor plan/dimensions, theater style / look, budget, color scheme, seating, etc.)

Step 2: Design Services Program

- CinemaTech is contracted for initial design services which includes preliminary drawings (floor plan, ceiling plan, 4 wall elevation and site lines), assistance with selecting material and finishes, color board, and 3D Renderings.

Step 3: Design Development and 3D Rendering

- Initial design consultation between the home owner and a CinemaTech Theater Designer takes place to determine the design concept of the theater. CinemaTech generates and submits preliminary design drawing for approval. Upon approval CinemaTech assists in selecting materials and finishes and prepares three-dimensional renderings turning the homeowner's vision into a reality.

Step 4: Custom Theater Estimate

- Upon approval of the design concept CinemaTech will create a detailed quotation for the complete theater interior including CinemaTech Acoustic Room Systems.

Step 5: Contract

- Once the quotation is accepted CinemaTech submits the contract for review and signature.

Step 6: Construction Documents

- These documents are for the General Contractor to build-out the room in preparation for CinemaTech's interior elements and acoustics.
- Documents will include all structural elements that need to be built, electrical plan, lighting plan, details/sections, paint schedule, etc.

Step 7: Final Measure

- Once the construction of the room has been completed one of CinemaTech's theater designers will visit the site to take final measurements. This is always done prior to the manufacturing of the theater components to ensure that the construction has been completed to CinemaTech's specifications.

Step 8: Installation Plans

- Upon verification that the construction is completed by the general contractor to CinemaTech's specifications, installation plans will be produced and used to construct the finished theater interior.

Step 9: Manufacturing

- Subsequent to the final measure CinemaTech begins the fabrication/procurement of all theater components.

Step 10: Shipping

- Shipping to the job site is always included in the CinemaTech quotation. No additional charges will be incurred by the homeowner.

Step 11: Installation

- CinemaTech's crew arrives on site and begins the installation. All transportation, lodging, per diem, and other installation expenses are included in the CinemaTech quotation. No additional charges will be incurred by the homeowner.

Step 12: Installation Sign-Off

- Once the installation is completed, an installation sign-off is required to ensure that the home owner is 100% satisfied with the quality of work CinemaTech has completed.

Royal Theater Design with ARS Treatment and Valentino Recliners
Photo Courtesy of HP Media Group
Las Vegas, NV

The Chic - Utah

The Eccentric - Texas

The Divine - Minnesota

The Amarillo - Utah

The Decorous - New Hampshire

The Swank - New Hampshire

The Vivid - Florida

The Angelic - Connecticut

The Vintage - California

The Luxurious - Texas

The Brisk - United Kingdom

The Robust - Switzerland

The Sultry - United Kingdom

The Serene - New York

The Searing - Florida

The Fierce - Belgium

The Intrinsic - U.A.E.

The Radiant - Switzerland

The Getaway - Oklahoma

The Elegant - Malaysia

The Chalet - Wyoming

The Empire - Texas

The Grandiose - Alabama

The Posh - Texas

Acoustic Room Systems by CinemaTech (ARS)

At 760 Miles Per Hour, You'd Better Know What You're Doing

- Your home theater's largest and most important component to getting the most out of your speakers is undoubtedly the room itself.
- A properly treated room will keep all levels of the sound spectrum on the same level which avoids pesky annoyances such as needing to turn up the volume to hear a dialog scene and back down again when action hits the screen.
- ARS is a fully tunable / full bandwidth acoustical system. Absorption treatment as low as 90 Hz. Most other competing systems only work down to 500 Hz.
- ARS is the best performing acoustics package on the market given the ability to remove 95% of all sound imperfections while only taking up 1.25" of wall depth.
- ARS is the most versatile acoustics package on the market given it's endless ability to adapt to any design and decor (all theater images in this brochure have ARS installed).
- ARS supports multiple uses for the room; teleconferencing, two-channel, surround sound, instrumental, etc.
- 1000's of fabrics to choose from

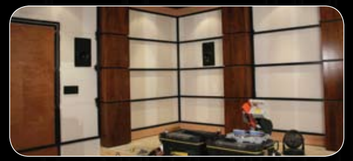
Custom Theater Design with ARS Treatment, Valentino and Espada Incliners
Photo Courtesy of Lutron Experience Center - "Ultimate Home Theater"
Irvine, CA

"How Do I Maximize My Investment?"

CinemaTech's Acoustic Room Systems (also known as ARS) provides a complete solution for an acoustically superior yet aesthetically pleasing Home Theater environment. No other acoustical product on the market can offer this level of performance in such a low-profile panel. CinemaTech's ARS provides a fine-tuned acoustical environment that will diminish distracting noises from outside the theater and allow the articulation and intelligibility of the movie sound track to be clean, crisp, and balanced. This is achieved while maintaining complete aesthetic appeal and beauty of the Custom Home Theater.

Step 1

Starting from a sheetrocked room, a highly trained ARS installation professional will arrive on site to install theater elements such as columns and architectural woodwork.



Step 2

Next the CinemaTech ARS installer will apply the 1.25" deep fabric retainer that will provide the framework for CinemaTech's ARS acoustical panels and acoustically transparent fabric.

Step 3

Reversible diaphragmatic panels and high frequency diffusers are then applied directly to the sheetrock according to the strict specifications from the detailed modeling diagram based on our acoustical analysis. This modeling diagram is the culmination of several factors including the type and placement of speakers, the intended "sweet spot" and the architectural components within the room.

Step 4

After a couple of days the acoustical treatment is hidden forever by the acoustically transparent fabric and finishing touches that are applied to provide a grandiose theater environment with state-of-the art acoustical performance.

"We are delighted about having CinemaTech ARS in our showroom theater. The room sounds terrific in all ranges and really lets us show the depth and breadth of James Loudspeaker products. The fit and finish is also of the highest quality. It has been great to work with a company like CinemaTech that understands that performance is in the details."

Jeffrey James Coombs
Founder, James Loudspeaker

Top-of-the-Industry Home Theater Seating

At CinemaTech, we believe that there are few things that you must have to make a truly remarkable home theater seat. We build our seating from the inside out. All of our ACT I models are built on a full-steel frame patented for it's strength, durability, and smooth movement. We use a 3/8 horsepower motor that is rated for 3000 lbs. of torque; it will move you as smoothly as you would like to be moved.

One of the most important features that CinemaTech offers as standard on all ACT I models is our articulating headrest. What this allows you to do is that once you are fully reclined to your most comfortable position, you can manually pull the headrest forward to provide you with both head and neck support while directing your eyes to the screen rather than the ceiling, which is typical with the stationary headrests offered on inferior home theater seats. Because we operate out of a million square foot factory in central Germany, we are able to utilize a level of economies of scale that no other home theater seating manufacturer is able to benefit from. It means we have better leathers, better craftsmanship (average tenure of our factory employees is 17 years), better machinery, better parts and resources, as well as a heightened level of engineering and ergonomical studies. There is simply not another comparable home theater seat in the marketplace.

Don't settle for mediocrity, experience CinemaTech!

ACT I - Espada Incliner

ACT I - Azzurro Incliner

ACT I - Lonestar Incliner

ACT II - Mezzanine Incliner

ACT I - Le Grande Recliner

ACT I - Valentino Recliner

ACT I - Valentino Incliner

ACT I - Le Grande Incliner

CinemaTech Home Collection

World-Class Seating Options for More Casual Areas of your Home

As a industry leader, CinemaTech always listens to their customers. We understand that not every application / home wants or has a dedicated home theater. If you are looking for a more casual alternative for your media room or family room, yet want to have the same conveniences and comforts of CinemaTech seating, try our Home Collection. Where casual meets performance.

CinemaTech Solserene

Hide Speakers... Acoustically Treat a large open room... Never See a Seam!

Enjoy superior sound control, without abandoning the clean lines of a conventional drywall look by utilizing our latest acoustical product, CinemaTech Solserene. With various colors of 16' wide fabric, we can acoustically treat your home's open, noisy areas while maintaining the same desired, clean look for the space.

Buy and Fly

After realizing phenomenal success with the introduction of CinemaTech's new and innovative Buy and Fly Dealer Sales Support Program, CinemaTech is fully confident that this program will continue to expand the sales support and effectiveness of our already world-class family of Authorized dealers. This program makes all of CinemaTech's corporate resources at it's Dallas headquarters readily available to all CinemaTech Authorized Dealers and their qualified clients to help completely showcase all of CinemaTech's products and services first hand.

Increase the confidence and decrease the investment in time going back and forth with new revisions and new product updates. Test ride all seating models. Experience a true acoustically correct room first hand and see what you have been missing. Choose from our virtually unlimited design resources for your home theater.

How It Works

CinemaTech's Buy and Fly program provides accommodations for members of an Authorized CinemaTech Dealership and their client's party to receive free travel arrangements to CinemaTech's newly opened corporate office and showroom in Dallas, Texas. There, both the Authorized CinemaTech Dealer and their clients will receive a complete tour of the facility and a personalized overview of CinemaTech's entire seating lineup by taking a test ride in every opulent model currently available.

Hear and see why the world's most discriminating home theater enthusiasts choose CinemaTech's custom home theaters in either of our two ornate fully functional home theaters. These custom designed theaters are acoustically tuned utilizing CinemaTech's Acoustic Room System treatment, and include many luxurious elements such as fiber optic ceilings, decorative theater entrances, millworking and theatrical motorized curtains.

Clients will also have the opportunity to meet with our professional theater design staff that engineer and design some of the most elite and elaborate custom home theater's around the world every week.

Become the center of attention and get immediate answers to every question and concern you may have from our expert sales and design teams.

Ask your Authorized CinemaTech Dealer for more information.

Spring 2011 Home Theater Portfolio

CINEMA TECH™

Corporate Headquarters
4319 Lindbergh Drive
Addison, TX 75001

(972) 381-1071

www.MyCinemaTech.com

For your Nearest Authorized Dealer and Showroom,
Please Contact CinemaTech, Inc.