

OPTIMISE AND REPEAT

With CinemaTech the sound from the system becomes optimised, naturally immersive and repeatable



Physical room EQ is the first step to flagship cinema performance time after time says Habitech's Craig Wheeler.

In 1983 George Lucas recruited audio engineer Tomlinson Holman to ensure that the sound of his third Star Wars epic 'The Return of the Jedi' could be reproduced accurately in the best theatres, whatever their size and shape. The resulting THX standard required upgrades to crossover and sound system design, and laid down specifications for acoustic and architectural modifications in order to create a 'predictable playback environment'. In essence, THX defined the rules for building the same giant demo room in hundreds of commercial cinemas in the US, as well as first-run cinemas in the UK and Europe. And even though the room treatment elements of Tomlinson's blockbuster ideal got lost in the move to Home THX, their role in creating the conditions for predictable playback has never been more important to high-end home cinema design.

THE LARGEST SIGNAL PROCESSOR IS THE ROOM

Decades on from the dawn of THX, designers of the most sophisticated home cinemas are realising that the key to success is the ability to physically control room reverberation and repeat the results in different rooms. Fix each new environment for optimum audio says the

logic and hey presto, voices are more intelligible, imaging and panning three-dimensional, and the sound more accurate top to bottom. All at once disbelief is easier to suspend and the immersive impact of big-screen cinema can be fully rendered in any space, again and again, from one project to the next.

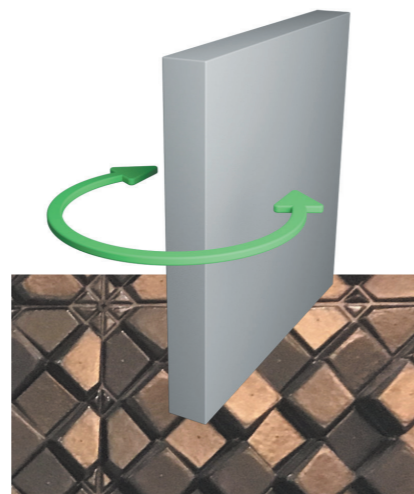
And here's the rub: when the very best experiences always sell themselves, the crucial cash converter is your ability to recreate the magnitude of that unforgettable first demo in every customer's home. You could sell them the demo hardware - or a scaled version of it - but in an untreated space, I guarantee it would sound like a shadow of the original. Only by recreating the acoustics of your demo room on site can the compelling power of that first encounter be brought to life. Which is why, at the very apex of contemporary home cinema design, companies like CinemaTech have built their success on the promise to deliver predictably immersive experiences, and why we're delighted to be representing the brand to UK CI as part of our end-to-end cinema design service.

Exclusively, our partnership with CinemaTech gives your business access to its patented Acoustic Room System of wall treatments, and for the highest-end projects, the option of choosing its industry-leading Design Service Program, which, through meticulous consultation, generates a unique interior design for the space, followed by accurate 3D design renders.

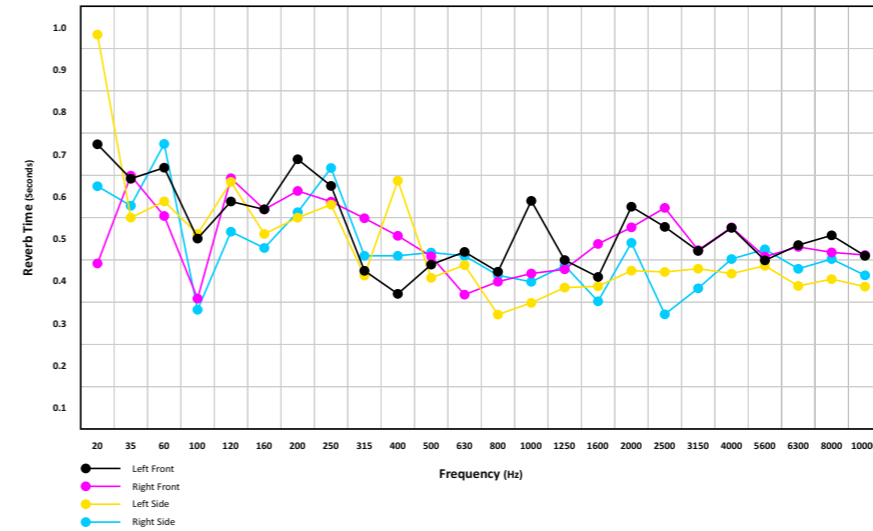
THE CINEMATECH ACOUSTIC ROOM SYSTEM

Proven in luxury cinema builds all over the world, CinemaTech's key acoustic technology is a wall treatment effective to 100Hz from just 3.175cm of profile depth. The company's proprietary software produces a custom treatment plan involving reversible wall panels (operating down to 100Hz), and diffusion panels effective above 1kHz. Working in combination, these panels deliver a precise balance of absorption, reflection and diffusion to generate maximum performance from the audio system you install.

CinemaTech technology delivers a precise balance of absorption, reflection and diffusion

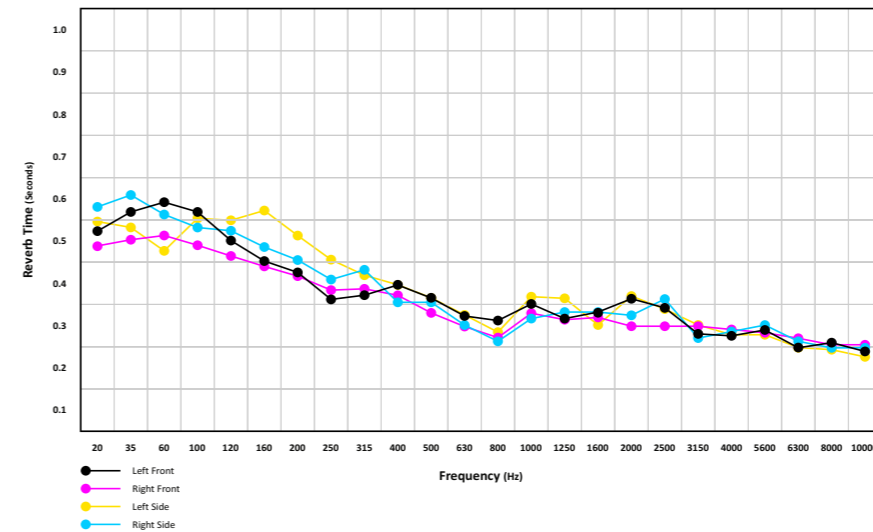


Auditorium - No Treatments



The CinemaTech effect: how the Sonance Reference theatre at Basingstoke measured before and after treatment

Auditorium - With Treatments



On the reversible panel, patented acoustic core materials are deployed for absorption and reflection. The soft side (insulation) gives excellent high frequency absorption, and the hard side (sheetrock) contributes three functions to overall design success: low transmission loss to prevent sound from escaping into other rooms; the right amount of high frequency reflection to boost speech intelligibility, fidelity and clarity while stopping the space becoming too 'dead'; and low frequency absorption through diaphragmatic dampening, resulting in the elimination of bass boom. Meanwhile, the companion diffuser design comprises a random series of diamond shapes varying in height within the system's 3.175 cm profile. Operational from 1kHz up, the diamonds produce scattering in both horizontal and vertical planes, their rounded edges avoiding the high frequency snap flutter that affects straight-edge designs.

PROVING THE IQ OF EQ

And does it work? You bet. As part of our product research, we documented the power of optimal acoustics to transform cinema sound quality while building the Sonance Reference theatre at Basingstoke. We called in leading pro acousticians Veale Associates to measure the space before and after CinemaTech treatment. Its independent report found that "The wall finishes dampened construction resonances and resolved the room acoustic effects to provide a more consistent and even reverberation with a faithful sound field over the listening area", recording "a reduction in low frequency reverberation time around 60Hz", along with "general improvements across the lower frequencies", improved sound pressure levels and "better defined" speaker dynamics. In other words, when the influence of the room is mitigated, the sound from the system becomes optimised, naturally immersive and, of course, repeatable.

PROJECT SUCCESS WITH CINEMATECH

We'll work with you to deploy this magic with design support that adjusts to meet your needs. If you're already experienced in the market, you may elect to buy-in CinemaTech's acoustic tech alone, but if you're taking your first steps in luxury theatre design, we can project-manage the entire shebang, co-opting the proven systems versatility and performance of our flagship cinema brands if that's what you want. Right through the planning, design and build stages we'll be working in the background to offer you backup at an appropriate level. For example, CinemaTech's Design Service Program makes perfect sense as a small percentage increment to the cost of flagship projects, but if the budget won't stretch, our one-stop cinema design resource can recommend ready-made room treatment/system packages for presentation to your clients free of charge. This means that when you work with Habitech, you won't have to build a team of specialists, we'll provide one for you!

WINNING HEARTS AND MINDS

Best of all, we can boost your marketing by exposing your customers to the most persuasive sales conversion tool of all: the 'being there' demonstration. With no fewer than four replicable living environments including CinemaTech treatments at Basingstoke - as well as our reference cinema at Regent's Park - we'll help you to sell high performance cinema, not with specs or system configurations, but simply by letting the magic of that first demo do all the work.

Point is, CinemaTech's technology gives you the power to emulate the extraordinary look, sound and feel of a luxury Habitech cinema virtually anywhere. By selling the experience of our high-end cinema brands combined with optimal acoustics in a single compelling and transferable package, we'll supply the 'wow' that makes every decision simpler. In the space of a few hours, Habitech can make perhaps the biggest contribution of all to your project, because in answer to the question 'can I have this in my home?', you can simply say 'yes', emphatically, every time.

For further information, please contact the sales and support team on 01256 638500; sales@habitech.co.uk

Habitech.co.uk

