



Luxurious comfort and premium audio/video technology unite in this customized residential theater designed and installed by Logic Integration, Inc.

# Coming Attractions

## DESIGNING A CUSTOM HOME THEATER

Imagine the luxury of wearing your pajamas and fuzzy slippers to a new movie release in a state-of-the-art theater and not being snickered at by fellow moviegoers? Well, grab your microwave Orville; these days custom home theaters are quickly becoming as commonplace as the kitchen or family room in many residences. (And the only snickers you'll have to deal with are the chocolate kind.)

Once upon a time, private screening rooms and residential movie theaters were an extravagance reserved for mostly the fabulously famous. But today, more and more homeowners are electing to incorporate their love of cinema into the comfort of their own homes. To answer this increasing demand for personalized home theaters, there are numerous local resources at hand to create an exclusive, state-of-the-art cinema experience that rivals the ambiance of a commercial movie theater.

Just imagine Jurassic Park without the

sounds of the T-Rex roars? Or the film *Castaway* sans the stunning sand and crashing sound of the surf? Even a ho-hum Adam Sandler movie seems funnier with the right technology. Chris Cossey, owner of Dynamic Audio Video in Denver says, "A great looking theater with bad audio and video is not getting your money's worth. You want to be wowed along with your guests."

Many local Denver companies specialize in offering the wow factor. Custom home theaters can be created to meet a theme request or simply be stylized in a unique way. Logic Integration in Denver can customize commercial and residential theaters. They offer the "Movie Enthusiast" a chance to have a theater installed in their home with a 7.1 surround sound system, high-end HD projector, not to mention a 120-inch theater screen. While CinemaQuest, Inc. in Denver specializes in electronic imaging and "ideal viewing environment" technologies. Englewood-based Digital Media Innovations in-

tegrates entire homes giving homeowners music and movies at the touch of a button. And the company Tech Dwellings in Denver will install surround sound processors, remote controls and iPod integration.

Whether you're a movie buff considering transforming an extra room in your home into a comfortable home theater, or you're building the home of your dreams complete with a luxuriously appointed customized home cinema, there are numerous considerations to achieving superior sound, sight and ambiance.

According to CinemaQuest, Inc. owner G. Alan Brown, the bare essentials unique to a custom home theater are a television or video projector and screen, large enough to produce an immersive viewing experience from the primary seating location in the room. This has been defined by imaging industry scientists and engineers to be an image that occupies at least a 30 degree horizontal viewing angle, and produces a

## QUESTIONS TO ASK BEFORE INSTALLING A HOME THEATER

Chris Cossey, owner of Dynamic Audio Video in Denver says for those considering installation of a home theater, the following questions should be at the top of your list:

- Do you want a dedicated room for the theater? Or a multi-purpose media room that is incorporated into everyday living that can be used to watch TV shows, news, sports and movies?
- Where are all of the components going to be? Will they be exposed or hidden in a cabinet or other central location?
- What is the size of the room? Are the floors carpet, wood or tile? Are there a lot of hard surfaces?

smooth, bright image that equals most commercial cinema picture quality standards.

For superior sound, a minimum of five channels of sound in the room, plus one or more subwoofers if the primary speakers lack sufficient bass performance, are needed. These channels include: front left and right, center front, plus left and right surround speakers. The sound equipment should be capable of meeting or exceeding commercial cinema sound system quality, and deference loudness levels, without audible distortion. Another essential element are program and video signal source devices that offer movie

programming, such as: cable TV service, satellite TV service, broadcast television tuner, Laserdisc, VCR, DVD, Blu-ray Disc, Media Center type computer, etc. Brown also adds the following points to consider: proper interconnect and speaker cabling; proper room decor and lighting control so that ambient lighting levels do not interfere with or contaminate the image on the screen; and proper acoustic room features for sound clarity and dialog intelligibility.

"Design and installation are the most essential asset to your investment. Professional design and installation companies will know how to put your system together so you get the BEST experience possible. If your theater is not designed properly to begin with, it is very difficult and costly to fix issues later," says Cossey. He goes on to note, "Mid- to top-grade components will give you the best listening and viewing experience."

At the end of the day (or movie), a custom home theater doesn't just come down to gadgets and gizmos. Brown takes a philosophical approach to home theaters stating, "Any interior designer can produce a visually impressive room. Only a genuine custom home theater professional can properly help a client arrive at a successful balance between room features, system performance, and lifestyle considerations. Motion pictures are both science and art. The successful exhibition of cinematic art is wholly dependent upon a comprehensive understanding of imaging and acoustic science." Roll the opening credits.D'



Escaping into the world of cinematic art is easily achieved in this private state-of-the-art cinema room designed and installed by CinemaQuest, Inc.

## POINTS TO PONDER

When designing a custom home theater, professional home theater installers focus on technology, acoustics, speaker placement, sightlines and comfort. Other factors to consider:

- The size of the room
- Audience seating in relation to the screen
- Acoustical properties of the room
- Ambient light issues that could impact the video display system to be used
- Whether a projection system or large screen television will work best
- Whether in-wall or stand-alone speakers would be most effective
- Where video and audio components will be located
- Room ventilation for viewers and home theater electronic pieces

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