

CINEMA TECH™

THE FINEST IN HOME THEATER SEATING, ACOUSTIC ROOM SYSTEMS,
AND CUSTOM HOME THEATER DESIGNS

2010 PORTFOLIO



WHY SETTLE FOR *MEDIOCRITY*?

"The beauty is in the details. We appreciate the intricacies and the attributes that make our seats and theaters the industry's golden standard. Our quest for perfection is unending."

MICHAEL MURPHY
PRESIDENT, CINEMATECH, INC.

CINEMATECH

THE FINEST HOME THEATER SEATING IN THE WORLD

CinemaTech, Inc. is an innovator in home theater seating. From our exclusive all steel frame construction to our unique articulating headrest, CinemaTech continues to produce the finest performing home theater seating in the world. Our classic beauty, unmatched comfort, and visionary advancements in technological and ergonomic design have earned us the industry's top award for the highest quality theater seating available anywhere.

Since 1998 CinemaTech, Inc. has been founded on the principle of unsurpassed luxury and performance. Exceptional design coupled with the finest components, German engineering and attention to detail are why CinemaTech's clientele are the who's who of the business, professional athlete and entertainment world.

We take great pride in our sterling reputation for excellence in customer service. In fact, we have dozens of customers who have purchased not one, but multiple theaters and seating arrangements over the years from us.

CinemaTech's entire ACT I line of seating (both incliners and recliners) feature advanced seating technologies. CinemaTech's patented Lusch Lifting Mechanism allows the footrest to telescope neatly beneath the seat creating a smooth, well-styled line. CinemaTech's exclusive Pneumatic Mechanism provides incredibly smooth, non-motorized operation with infinite lockable positions.

Only the worlds most luxurious leathers are included in CinemaTech's Leather Collection. Purchasing tens of thousands of individual hides each year provides us with the kind of buying power that allows access to the finest leathers available worldwide. Like a quality diamond, each hand-selected hide has individual characteristics that make it unique and rare.

RUBY THEATER DESIGN WITH ARS TREATMENT AND LE GRANDE RECLINERS
Photo Courtesy of INTEGRATED HOME SYSTEMS
RENO, NV

Entry Page Photo: ROYAL THEATER DESIGN WITH ARS TREATMENT AND VALENTINO RECLINERS
Courtesy of HP MEDIA GROUP
LAS VEGAS, NV

QUALITY FROM THE INSIDE OUT

What do you get when you combine the best in European classic design, the precision of German engineering, and American ingenuity and style? CinemaTech Seating. Designed from the inside out for comfort, CinemaTech is the only choice to maximize your home theater experience. CinemaTech Seating has been recognized as the leader in home theater seating since 1998. We maintain this honor by extending to our customers unsurpassed quality, luxurious comfort, and cutting edge style.



FULL STEEL FRAME

CinemaTech uses an all steel chassis throughout all Act I models providing maximum comfort, durability, smooth operation, and structural integrity for years of enjoyment. Quality is the first and best solution.



PATENTED LUSCH LIFTING SUPPORTING AND RECLINING MECHANISM

A telescoping mechanism allows the footrest to fit neatly beneath the seat creating a smooth, well-styled line.

PNEUMATIC MECHANISM

This standard feature on all Act I models provides super smooth, non-motorized operation with infinite lockable positions.

LAYOUTS TO FIT ANY ROOM

All seating models are available as single seat, loveseats, sofas, and endless combinations of connected seats to make straight or curved rows. We also offer several connecting arms options to create different custom rows to fit your needs and space requirements.



HIGHEST QUALITY LEATHERS

Only the most luxurious full grain leathers are included in the CinemaTech Leather Collection. Purchasing tens of thousands of individual hides each year provides us with the kind of buying power that allows access to the finest leathers available worldwide. Like a quality diamond, each hand-selected hide has individual characteristics that make it unique and rare.

VALDALPONE LONGLIFE LEATHER PROTECTION

This exclusive process is unique in its ability to protect from stains while not affecting the leather's "hand". CinemaTech offers an industry-leading five-year limited warranty on all of our leathers for normal household usage.

PROFESSIONAL ATHLETE (PA) SERIES HIGH BACK

HAND-CUT PLUSH FOAM PADDING

While the US seating standards have an average of 0.7 to 0.8 density rating, CinemaTech's seating has 1.2 density rating. This ensures many more years of uncompromising support and comfort regardless to the level of use.

INFINITELY ADJUSTABLE MECHANISM

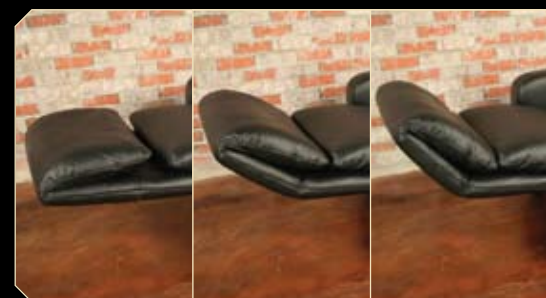
Stop in any position as you release the motor control or pneumatic mechanism allowing for an infinite number of ergonomically correct positions with either a motorized and manual control. CinemaTech's electrical reclining/inclining motors are rated at 3,800 lbs. of torque while remaining completely silent through year after year of use.

WIDE SEATING AREA

Our seats have a standard width of 24 inches to accommodate anyone. Everyone in the family will find CinemaTech seats a comfortable fit no matter the size or age.

HAND TIED SPRINGS

CinemaTech uses heavy steel springs to minimize "reflection" or bounce, while maximizing support and comfort. To insure proper placement, each coil is hand tied to the others during the manufacturing process. This assures long-term comfort and durability.



Articulating Headrest

The industry's most revolutionary and functional feature, CinemaTech's infinitely adjustable headrest ensures perfect viewing presentation and acoustical freedom while providing complete individual support and comfort.

EXTENDED FOOTRESTS

CinemaTech's extended footrest option, on select models, provides even further leg support and comfort for taller individuals.



CUSTOM 21" NARROW SEATING FRAME

The best compromise to fitting more seats in your home theater despite limited space concerns



TRANSFERABLE TABLE OPTION

CinemaTech is now proud to offer a fully transferable / revolving frosted glass table option that interchanges with our standard cup holders, making any cup holder convertible to a rotating table. Perfect add-on for each and every home theater.



STORAGE OPTIONS

CinemaTech's custom electronic control arm, now not only has the ability to house most any touch panel controller and necessary wiring but also now provides a large storage compartment finished in high quality hardwood.



MULTI-TONE COLOR BLOCKING

CinemaTech's custom color blocking options allow you to add a personal flair to your home theater seating. Choose from one to several leather colors to create your own one-of-a-kind seating style. If you have a particular leather or fabric requirement, CinemaTech also accommodates most all Customer-Owned Fabric/Leather to offer an even greater level of customization.



CONTRAST STITCHING

CUSTOM PIPING

CUP HOLDERS

Drink holders are standard on every CinemaTech Seat in either silver, bronze, or black, however if requested, cup holders can be omitted.



D-BOX MOTION SIMULATION

Now available in select CinemaTech models, D-BOX Motion Code™ system creates real-life motion in your seat that's perfectly synced to the action you see on screen. You feel like you're actually inside the movie or game, like you're living the action. Utilizing CinemaTech's full steel seating frame/platform, D-Box's motion actuators offer the most accurate motion SIMULATION in a home theater environment, bar none.

REMOVABLE SMART ARMS

Incorporating CinemaTech's Removable Smart Arm into a three-seat sofa or two-seat love seat will allow you to convert that very sofa into a row of three seats with everyone having their own armrest! Not only does CinemaTech's Smart Arm System™ extend the possibilities and customization options for CinemaTech's clients but also provides clients with a method to fit more seats into a tighter space.



UNCOMPROMISING COMFORT

ORIGINAL RECLINER TECHNOLOGY

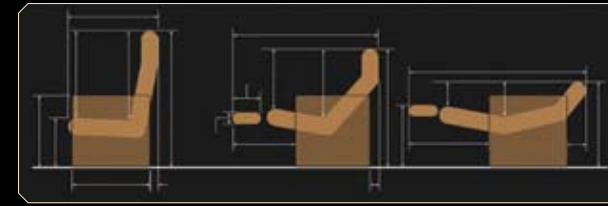
With a very natural and ergonomically correct motion, CinemaTech's original recliner models offer the finest in natural reclining comfort. CinemaTech's recliners require a minimum of 24"



of clearance behind the upright seat to fully recline.

LEADING ZERO-WALL TECHNOLOGY

CinemaTech's Zero Wall Incliner has redefined the possibilities for any size home theater room. Available now in 7 chair models, this all-steel mechanism slides forward to a fully inclined position, while the chair itself sits virtually against the wall. So add another row to your home theater room. CinemaTech's Zero Wall Incliner is the perfect solution for the home theater enthusiast with big ideas and limited 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 Addison, 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, milworking 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.



"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 THEATER DESIGNER, CINEMATECH, INC.

“The feedback we get from our clients is that CinemaTech’s chairs are the best engineered and designed chairs in the market.”

THEO KALOMIRAKIS
TK THEATERS
NEW YORK, NY

ACT I INCLINERS – 6 INCH ARMS

Valentino



Standard Options

- Standard Seat Back Height
- Motorized incline
- Articulating Headrest
- Steel Seating Frame
- Silver Cup Holders
- Zero-Wall Technology

Available Options

- Transferable Glass Table
- Color Blocking (2 tone)
- Black or Bronze Cup Holders
- Revolving Glass Table
- Contrast Stitching
- Piping Available
- High Back Option

Clean lines, classic design and versatility to fit your home’s style, the Valentino Incliner also offers the ability to fit into any theater. The Valentino Incliner is equipped standard with CinemaTech’s powerful 2-amp motor and our exclusive “Zero-Wall Technology”. This technology allows this incliner to require only 4” from a back wall or table while achieving a full incline. Surround yourself with opulence with the Valentino Incliner.

Le Grande



Standard Options

- Standard Seat Back Height
- Motorized incline
- Articulating Headrest
- Steel Seating Frame
- Silver Cup Holders
- Zero-Wall Technology

Available Options

- Transferable Glass Table
- Color Blocking (2 tone)
- Black or Bronze Cup Holders
- Contrast Stitching
- High Back Option
- D-Box Ready

Already one of the most successful home theater designs in history, CinemaTech’s Le Grande is now offered in a “Zero-Wall” incliner style. The Le Grande is the ultimate in luxury and performance. Available in over 100 of the finest leathers in the world, Le Grande also offers decorative two tone leather appearances to personalize and customize the look and feel to your home theater’s exact color and personal tastes.

Lone Star



Standard Options

- Standard Seat Back Height
- Motorized incline
- Articulating Headrest
- Steel Seating Frame
- Bronze Cup Holders
- Zero-Wall Technology

Available Options

- Transferable Glass Table
- Color Blocking (2 tone)
- Silver or Black Cup Holders
- Contrast Stitching
- High Back Option
- With or Without Nailheads

Your sense of individuality shows in the Lone Star. Traditionally styled to last a lifetime, the Lone Star is an original. Equipped with CinemaTech’s exclusive “Zero-Wall Technology”, the Lone Star requires only 6” from a back wall or table to obtain a full incline. There is plenty of comfort in this seat with its over-padded headrest and clean lines. This is the seat that adapts to your style... make it yours.

ACT I INCLINERS – 8 INCH ARMS

Espada



Standard Options

- Standard Seat Back Height
- Motorized incline
- Articulating Headrest
- Steel Seating Frame
- Silver Cup Holders
- Zero-Wall Technology

Available Options

- Hidden Arm Storage
- Transferable Glass Table
- Color Blocking (2 tone)
- Black or Bronze Cup Holders
- Contrast Stitching
- Piping Available
- High Back Option
- D-Box Ready

The Espada presents CinemaTech’s legendary steel frame and zero-wall technology in a soft contemporary style ideal for extended viewing. The Espada is the epitome of luxurious living. Featuring oversized padded armrest and CinemaTech’s innovative articulating headrest, the Espada has been designed with the highest level of comfort in mind. The Espada will quickly become your favorite piece of fine art in your entire home.

Vantage



Standard Options

- Standard Seat Back Height
- Motorized incline
- Articulating Headrest
- Steel Seating Frame
- Silver Cup Holders
- Zero-Wall Technology

Available Options

- Hidden Arm Storage
- Transferable Glass Table
- Color Blocking (2 tone)
- Black or Bronze Cup Holders
- Contrast Stitching
- Piping Available
- High Back Option
- D-Box Ready

The Vantage, with the profile of a soft Cubic Classic, is specifically designed and engineered to provide the highest level of comfort obtainable. Constructed of only the finest materials, from the interior steel structure to the eye-catching epicurean European leathers, the Vantage along with CinemaTech’s entire ACT I seating collection are the finest home theater seating in the world. A true masterpiece.

ACT I RECLINERS – 6 INCH ARMS

Valentino



Standard Options

- Standard 44” High Back
- Pneumatic Mechanism
- Silver Cup Holders
- Steel Seating Frame
- Articulating Headrest

Available Options

- Motorized
- Black or Bronze Cup Holders
- Transferable Glass Table
- Color Blocking (2 tone)
- Extended Footrest
- Piping Available

You will fall in love with the Valentino’s clean lines, classic style and its versatility to fit your home’s style. Decorative piping options customize the look and feel to your décor and personal tastes. Beyond its beauty is supreme comfort. Fully reclining and available in our high back option, it is the ideal choice for the professional athlete who demands perfectly customized comfort.

Le Grande



Standard Options

- Standard 44” High Back
- Pneumatic Mechanism
- Silver Cup Holders
- Steel Seating Frame
- Articulating Headrest

Available Options

- Motorized
- Black or Bronze Cup Holders
- Transferable Glass Table
- Color Blocking (2 tone)
- Extended Footrest
- Piping Available

Get into this chair and feel like you have slid into the cockpit of a European luxury sports car. Contoured to hug your body, the Le Grande transforms your theater into a speedway of comfort. Experience fully reclined comfort coupled with superb styling in a seat that fits every décor scheme. With options that include decorative piping and oversized high backs, this theater seat is truly Le Grande.



THE ACT II INCLINER

CinemaTech's NEW Act II incliners combines a luxurious comfort with affordable pricing. Utilizing many of the very same components as our world-class ACT I line of seating, CinemaTech's ACT II seating models incorporate a steel seating platform for stability and years of use in addition to only the finest hardwoods to provide a uniquely superior seating option for a very competitive pricing level. CinemaTech's ACT II seating models have a classic European design upholstered in the finest European leathers. It is constructed with hand-tied heavy steel springs to maximize support, while contoured arms create a tailored silhouette. Packed with Ultra High Density foam, its leather edges are rolled and trimmed for precise sewing. The result is a seating experience uniquely designed to blend comfort, luxury, and style as it elevates the pleasures of movie viewing at home.

MEZZANINE



Standard Options

- Standard Seat Back Height
- Motorized Incline
- Silver Cup Holders
- Steel Platform / Hardwood Frame
- Stationary Headrest

Available Options

- Black or Bronze Cup Holders
- Available in Single, Loveseat, and Sofa Configurations
- Wedge or Straight Arm Rows
- Available in a Subset of CinemaTech's Leather ACT I Collection

Born of German engineering with a touch of American style, the Mezzanine is the definitive answer for those home theater enthusiasts seeking CinemaTech quality at a more modest price. The Mezzanine, developed by CinemaTech President Michael Murphy and his team of German designers, is really the result of 10 years of industry leading design and manufacturing expertise. Sophisticated lines define the Mezzanine while comfort and performance make you wish the movie were longer.

MAVERICK



Standard Options

- Standard Seat Back Height
- Motorized Incline
- Silver Cup Holders
- Steel Platform / Hardwood Frame
- Stationary Headrest

Available Options

- Black or Bronze Cup Holders
- Available in Single, Loveseat, and Sofa Configurations
- Wedge or Straight Arm Rows
- Available in a Subset of CinemaTech's Leather ACT I Collection

This timeless traditional German design, characterized by its warmth and character, will keep you nestled in luxury and comfort. Providing excellent lumbar support while utilizing CinemaTech's motorized "Zero-Wall" inclining technology, the Maverick is built for enjoyment with long lasting quality for many years to come. The Maverick represents the best of both worlds: high-end quality at a more modest cost of ownership.

PARAMOUNT



Standard Options

- Standard Seat Back Height
- Motorized Incline
- Silver Cup Holders
- Steel Platform / Hardwood Frame
- Stationary Headrest

Available Options

- Black or Bronze Cup Holders
- Available in Single, Loveseat, and Sofa Configurations
- Wedge or Straight Arm Rows
- Available in a Subset of CinemaTech's Leather ACT I Collection

The name says it all; Paramount from CinemaTech will make you feel as though you are on top of the world. Classical design combined with German engineering make the Paramount an instant favorite to the design and architectural trade along with the comfort and functionality to make it the favorite seat in your home. Fully motorized with "Zero Wall" capability, the Paramount is the long awaited answer for those home theater owners looking for legendary CinemaTech performance, elegance and craftsmanship.



THE *Chillout*

Due to popular demand CinemaTech has developed the perfect hybrid to the dedicated home theater seat and more traditional sectional furniture, the Chillout. The Chillout brings the functionality and craftsmanship of the ACT I recliners together with the flexibility in design that our sectional Equinox model offers.

Articulating headrests, independently reclining seat backs, and available in our entire ACT I leather collection, the Chillout truly is a one of kind piece of art that doubles as a reclining sanctuary. Storage ottomans, corner elements, and back pillows are also available.



THE *Equinox*

A media room is the perfect combination of a private home theater and a traditional living room. It incorporates high-definition television and digital surround sound with a casual, entertaining environment. Equinox combines the best of both worlds – the comfort of casual seating and the advanced technology features of home theater furnishings. The Equinox was created to complement virtually any decor. The simple elegance of the base design allows it to adapt to any room style. By selecting from five unique foot forms and six outside arm options, you can create the look that's right for you.



ACOUSTIC ROOM SYSTEMS BY CINEMATECH



AT 760 MILES PER HOUR,
YOU'D BETTER KNOW WHAT YOU'RE DOING

ACOUSTIC ROOM SYSTEMS BY CINEMATECH

A GREAT HOME THEATER BEGINS WITH AN ACOUSTICALLY CORRECT LISTENING ROOM.

As the exclusive provider of Acoustic Room Systems (ARS), CinemaTech can offer its clients an acoustical room solution that enhances the sound and the beauty of one's home theater.

Tested and patented by Owens-Corning, with the most advanced acoustics laboratories in the world, ARS represents a multimillion-dollar technological investment in audio room enhancement.

The heart of CinemaTech ARS is a series of 1.25" low profile, fused sheetrock and fiberglass panels engineered for acoustic perfection. Premium sound quality is only achieved through proper engineering and acoustic modeling of each individual room. Constructed and installed on-site, the strategically placed reflective, diffusive, and high and low frequency absorptive panels manage and manipulate the frequencies throughout the room. CinemaTech tailors each ARS installation to accommodate the individual characteristics of each and every room. The components are then installed by trained and certified professionals.

Acoustic panels are covered with a choice of more than 450 fabrics and colors. The soft side of the panels provides excellent high frequency absorption. The hard side of the panels assist with transmission loss to keep sound from escaping to other rooms, but most importantly, they also provide high frequency reflection to liven the room and low frequency absorption through diaphragmatic damping.

ARS by CinemaTech incorporates a patented track system that holds the fabrics and can be molded to follow the architectural features of the room into a variety of decorative shapes to create custom wall designs limited only by your imagination. The system's wire chase fabric retainer further enhances room beauty by hiding low voltage wiring. Speaker wells and diffusers all fit neatly behind the fabrics that have been tested for acoustic transparency, durability and flame resistance. In fact, CinemaTech ARS has the only Class "A" fire resistance rating of any acoustical treatment system on the market.

SOUND TRAVELS 1,088 FEET PER SECOND...CAN YOUR ACOUSTICAL DESIGNS HANDLE IT?

"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."

JEFFERY JAMES COOMBS
FOUNDER, JAMES LOUDSPEAKER



ACOUSTIC ROOM SYSTEMS BY CINEMATECH

OTHER TRADITIONAL WRAPPED ABSORPTIVE PANELS

INSTALLATION

- Precisely custom fit in the field by certified installation personnel
- Last minute changes or dimensional changes are handled with ease during system installation
- Out of plumb corner not a problem
- Installation can start immediately after room construction

INSTALLATION

- Require precise room measurements for proper installation
- Small miscalculations add to labor time/cost
- Field cutting panels is difficult and time-consuming
- Finish measurements taken on-site after room construction' creates delays waiting for factory fabrication

REPLACEMENT/CHANGES

- Fabric easily removed and replaced without affecting room acoustics
- Individual components can be changed/replaced without damage to others
- If additional system products are desired or added, neither fabric nor acoustic panels will be damaged

REPLACEMENT/CHANGES

- If fabric becomes worn or color is no longer desirable, all panels must be replaced
- Little flexibility to tune room to different conditions

ACOUSTIC PROPERTIES

- Exceptional low, mid and high frequency range can be achieved
- No system components intrude beyond the smooth fabric finish
- Acoustics can be precisely tuned according to a room's design or usage

ACOUSTIC PROPERTIES

- Limited frequency response, typically 500 Hz and above
- Tend to over dampen the room making it lifeless

FIRE RATING

- Class A fire rating
- Passed corner burn testing as a complete system
- Only full acoustic room treatment system to have corner burn certification: E-84 and Corner Burn Certifications
- Approved for all commercial applications

FIRE RATING

- Only individual components may or may not be fire rated

4 EASY STEPS TO OWN THE INDUSTRY'S FINEST ACOUSTICAL ROOM SYSTEM.

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 finished room, including sheet-rock, a highly trained ARS installation professional will arrive on site to install theater elements such as columns and architectural woodwork. This portion is only applicable when purchasing a full CinemaTech Custom Theater Design.



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 decorative components within the room. Thus providing every room with custom acoustic design enabling the room to sound the very best possible while obtaining the maximum performance level of the sound system investment.



STEP 4

After a couple of days (depending on the size and intricacies of the room) the acoustical treatment is hidden forever by the acoustically transparent fabric and finishing touches that are applied to provide a grandiose theater environment with acoustical performance that any audiophile will envy.

CINEMATECH CUSTOM HOME THEATERS

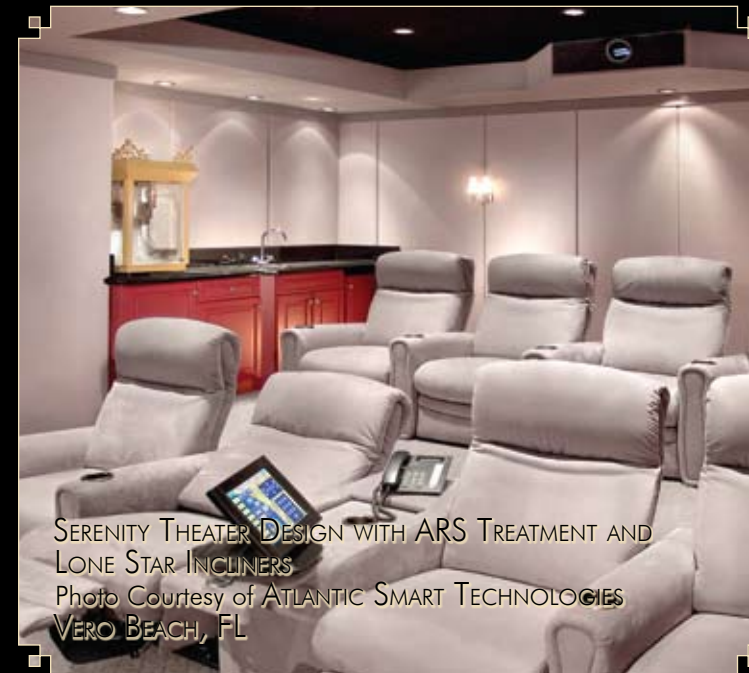
WHEN YOU WANT IT ALL

If you can dream it, CinemaTech's Custom Theaters Department can design it, build and install it. 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 virtual software, our talented and experienced design staff ensures that the theater of your dreams becomes a 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 that you don't have to.

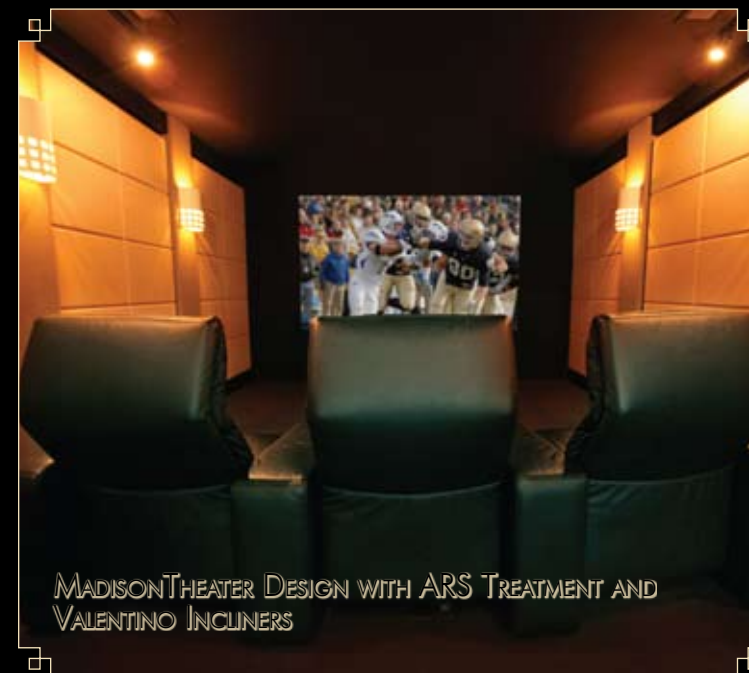
All of CinemaTech's theater components are custom manufactured and installed by our professional team of theater artisans who expertly tailor your theater design choice to your room and home. From determining your architectural style and mood, to selecting the carpeting and lighting, our designers will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

Should you prefer, CinemaTech has an extensive portfolio of theater designs that you can select from or modify to achieve your exact theater look and feel. This collection includes the Signature Series of theaters by acclaimed designer Theo Kalomirakis.

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.



SERENITY THEATER DESIGN WITH ARS TREATMENT AND LONE STAR INCLINERS
Photo Courtesy of ATLANTIC SMART TECHNOLOGIES
VERO BEACH, FL



MADISON THEATER DESIGN WITH ARS TREATMENT AND VALENTINO INCLINERS

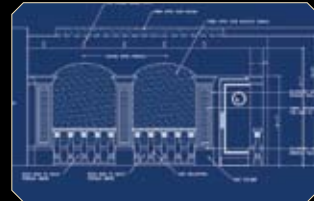


ROYAL THEATER DESIGN WITH ARS TREATMENT AND VALENTINO RECLINERS
Courtesy of HP MEDIA GROUP
LAS VEGAS, NV

"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

CINEMATECH'S CONCEPTUAL DESIGNS



CinemaTech Custom Theaters provides a portfolio of conceptual, three-dimensional renderings that help with initial design development. Displaying these designs enables our customers to pick and choose particular elements to personalize their home movie theater. These designs can be used as a visual aid to help give our clients an understanding of the aesthetic value of their dream theater.



Creating the perfect atmosphere is a delicate process. That is why CinemaTech's design team will carefully assist you in creating a color arrangement that matches your specific style. Our team will provide you with a selection of the finest materials and finishes to ensure quality and comfort.

A great home theater is more than just a big screen and numerous expensive speakers. Recreating an authentic movie experience at home requires imaginative architecture, theatrical lighting, precise acoustics, and unparalleled comfort. That is what a custom CinemaTech Theater is all about.

CinemaTech Theaters are made-to-order home theaters, tailored to each client's specifications. You will not receive a "theater-in-a-box", but instead a one-of-a-kind custom design. Every CinemaTech Theater is designed and engineered by a team of talented designers specialized in home theaters and hand crafted by a team of artisans. CinemaTech has created several Signature and Classic Series theater designs that allow CinemaTech's clients to completely alter and customize any theater design into their very own. CinemaTech also provides design services to create a completely custom environment for our clients from scratch.



The Rouge



The Posh



The Eloquent

The Empire



The Elegant



The Gettysburg



The Luxurious



The Royal



The Maguire



"Our customers are perfectionists. CinemaTech ARS provides an outstanding way for us to build truly extraordinary home theaters with amazing acoustic characteristics combined with beautiful, affordable and highly customizable designs. Now that's a real breakthrough in home entertainment."

BOB GULLO
ELECTRONIC DESIGN GROUP
PISCATAWAY, NJ

"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



Sound exists in a frequency range between 20 and 20,000 hertz. Your Margin for error is quite great. Your margin for perfection quite small.

"We are fortunate to have the most discriminating clients who won't settle for second best. Our clients include movie stars and top echelon athletes who demand superior performance. Every ARS installation consistently 'knocks their socks off,' and that's no easy feat."

ROBERT EITEL
ROBERTS' HOME AUDIO & VIDEO
LOS ANGELES, CA

TARAH THEATER DESIGN WITH ARS TREATMENT AND
LONE STAR INCLINERS
Photo Courtesy of INTEGRATED HOME SYSTEMS
RENO, NV

"It was nice to work with a company that followed through with everything they promised. Not only did they meet our time constraints, but the quality of the product and the workmanship was of the highest standards."

BRIAN GRIMO

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