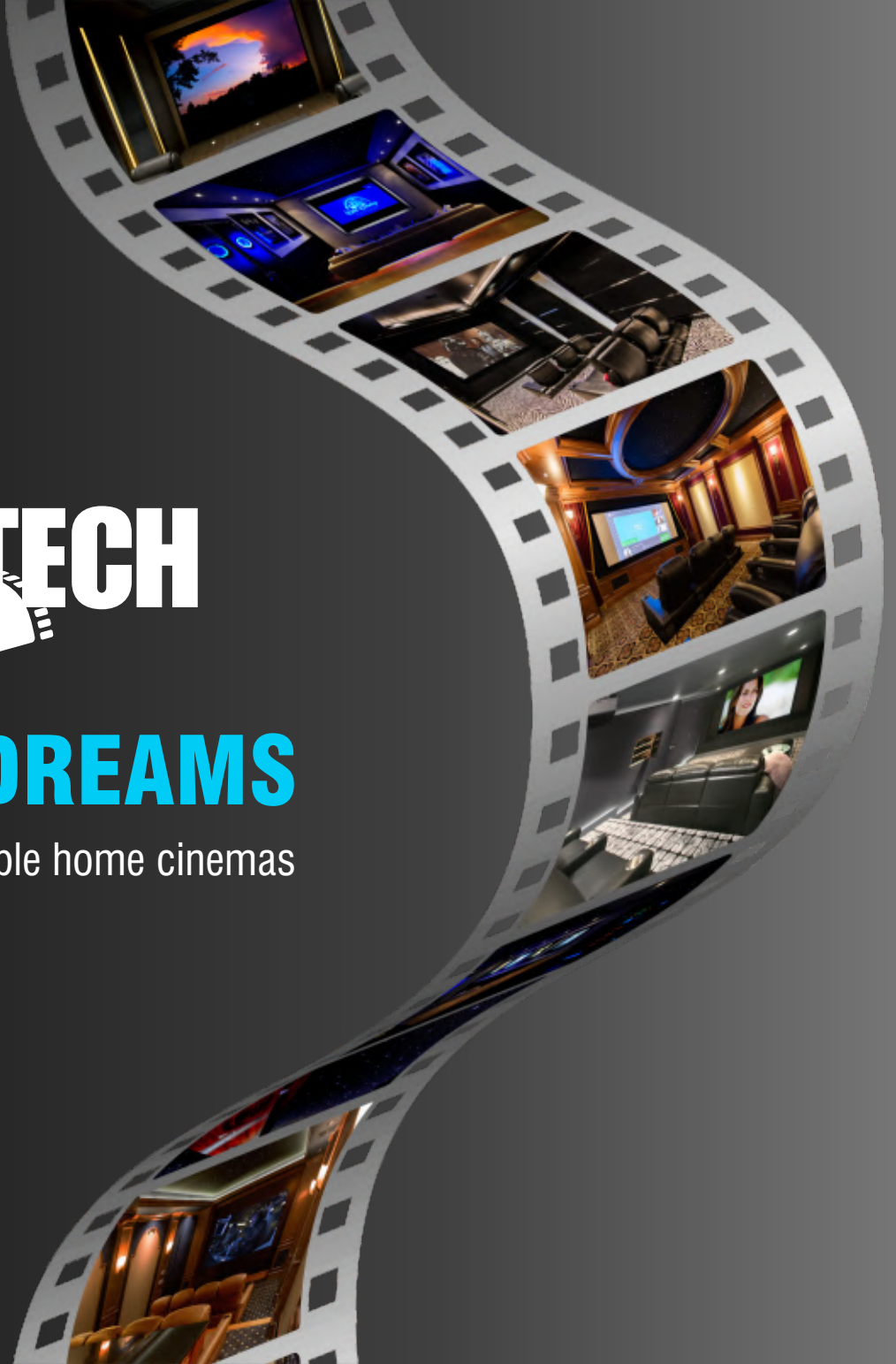


CINEMA TECH

THE EXPERTS IN THEATER DESIGN, SEATING, AND ACOUSTICS

THEATRE OF DREAMS

Deliver the world's most desirable home cinemas



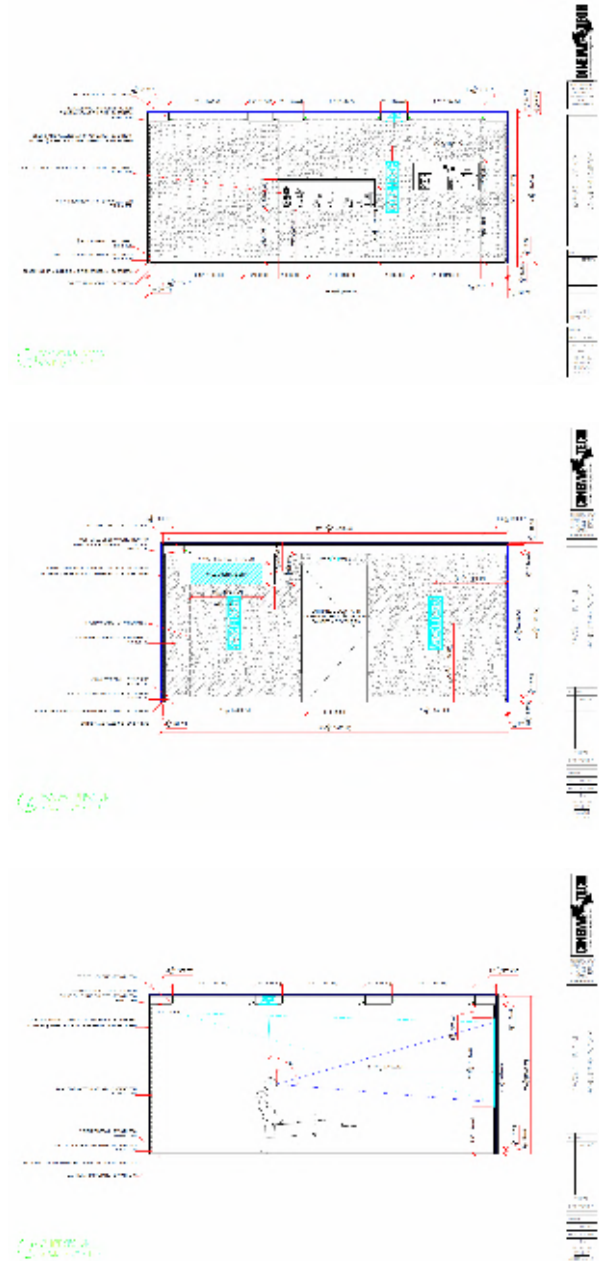


ELITE HOME CINEMA IN THE MAKING

The building of a highly specialised room-within-a-room home cinema environment not only stretches CI's 'hide and simplify' skill repertoire, it demands the collective craftsmanship of builders, carpenters, joiners, acousticians and designers at the top of their game.

You may well be a wireless wizard, and a doyen of signal distribution but you'd have to think long and hard about taking on the largest and most complex investment in a single room within the home.

There is a way, however, for all integrators to share in the rewards of this exclusive market from a standing start. Through our new partnership with CinemaTech, you don't have to build a team of specialists, we'll provide one for you!



ABOUT CINEMATECH

With hundreds of prestigious projects to its name, the CinemaTech design team can apply over two decades of experience to the successful and exacting delivery of your bespoke theatre, elite and complete.

INTERIOR DESIGN

Habitech's exclusive partnership with CinemaTech gives you access to its industry-leading Design Services Program (DSP), incorporating world-class interior, acoustic and seating design. Through meticulous consultation with you, your customer and the project-related building professionals, CinemaTech generates a unique interior/acoustic design for the space, followed by the industry's most accurate 3D design renders.





SEATING DESIGN

Your customer's first encounter with the magic of elite cinema is often through the design and quality of the seating. No surprise then that this crucial element of the private cinema experience is given top priority by CinemaTech.

CinemaTech's seating range is engineered in Germany to deliver the ultimate in performance, styling and durability. Around an exclusive all-steel frame construction, the world's most luxurious leathers, fabrics and support structures are combined to achieve an exemplary level of comfort, and double stitched to perfection by artisans with, on average, more than fifteen years of experience in the industry.

A fully-motorised movement and patented articulating headrest can be fingertip controlled to ensure the ideal personal viewing posture, and the footrest mechanism allows the footrest to retract neatly beneath the seat for a smooth, well-styled visual line. CinemaTech's leathers undergo a specialised tanning process, which protects covers from spills without affecting the comfort and appearance. Habitech is offering a choice of three styles in a wide range of colours.



With its single or dual motorised movement, the Estrella sectional achieves an elegant blend of sophisticated styling and personally-adjustable comfort ideal for extended media-viewing events.

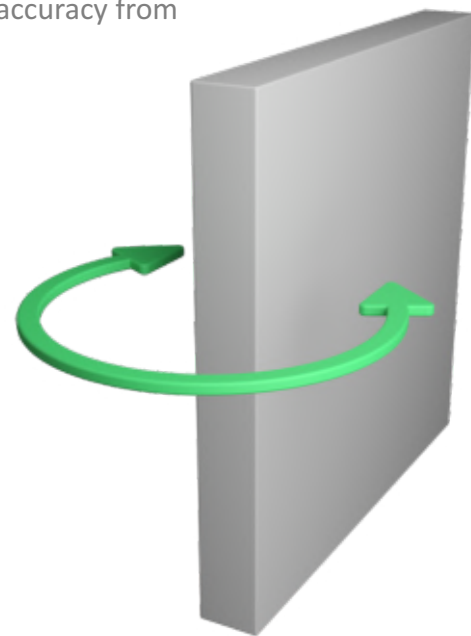


ACOUSTIC DESIGN

The largest signal processor is the room

CinemaTech has invested millions of dollars in perfecting the only acoustic wall treatment system that works down to 100 Hz from just 3.175cm of profile depth.

For each room proprietary software produces a custom distribution plan involving reversible panels operating down to 100Hz, and diffusion panels effective above 1kHz to deliver a precise balance of absorption and reflection. In combination the panels apply the ideal level of treatment in order to achieve the maximum intelligibility, imaging and accuracy from the audio system you specify.



ACOUSTIC DESIGN

Absorption and Reflection

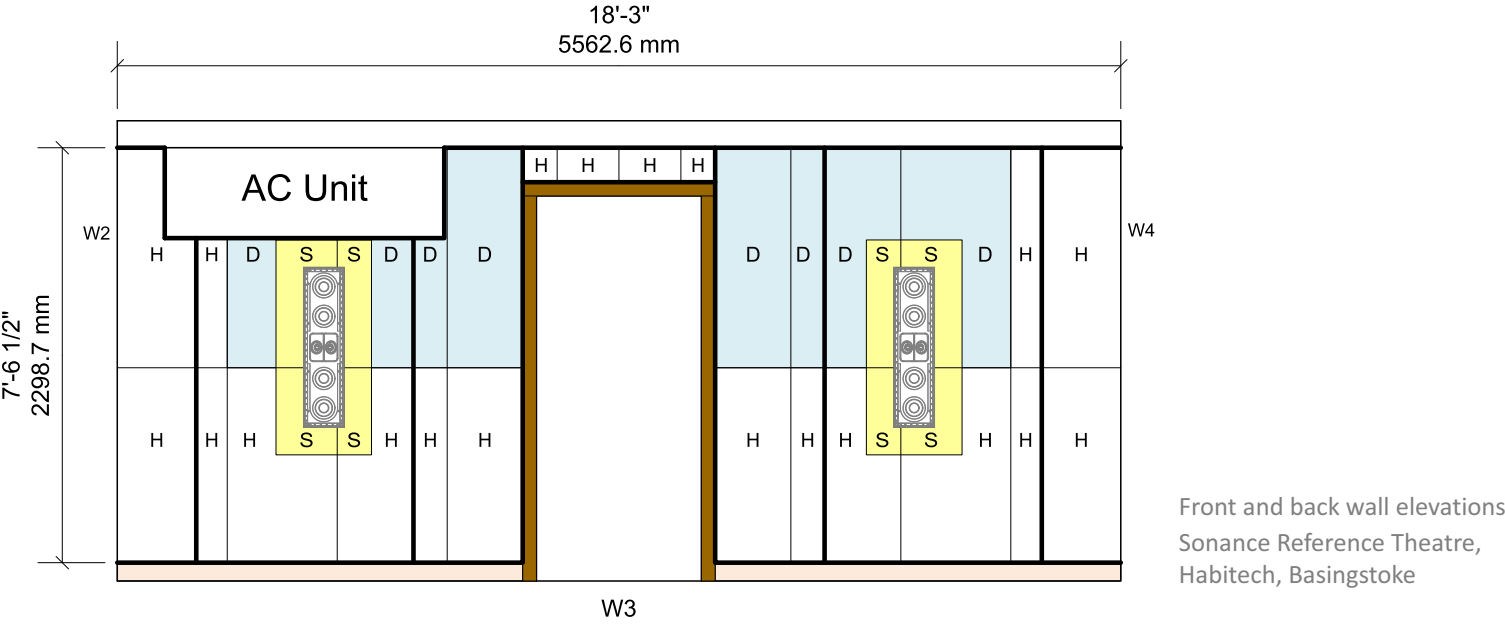
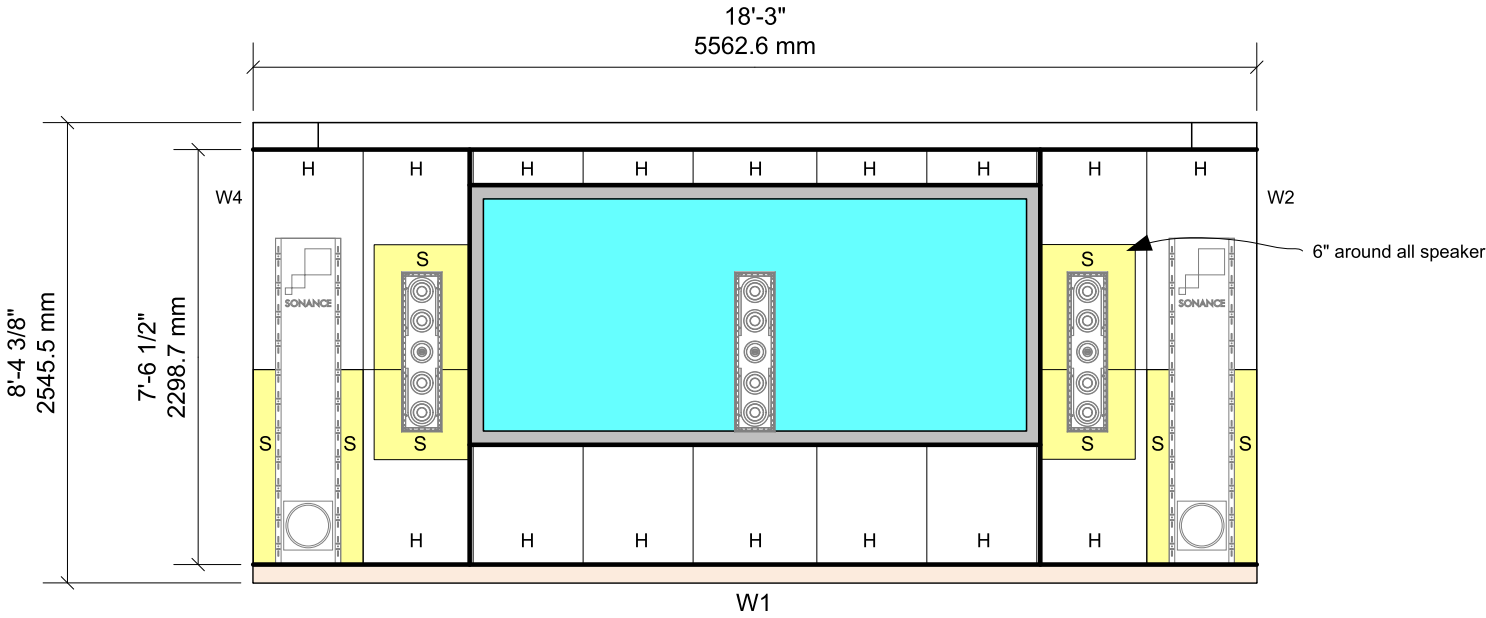
- Patented reversible acoustic core material
- The soft side (insulation) gives excellent high frequency absorption
- The hard side (sheetrock) contributes three factors to the overall design flexibility:
- Low transmission loss to keep sound from escaping into other rooms
 - High frequency reflection to keep the space from being too ‘dead’, improving speech intelligibility, fidelity and clarity
 - Low frequency absorption through diaphragmatic dampening resulting in elimination of bass boom

Diffusion

The Acoustic Room System diffuser consists of a random series of diamond shapes varying in height within the system’s 3.175 cm framework

Operational frequency range is 1 kHz and up. Round-edge diffuser is more effective than straight edge designs which can produce a snap flutter at the higher frequencies

Diamonds produce scattering in both horizontal and vertical planes

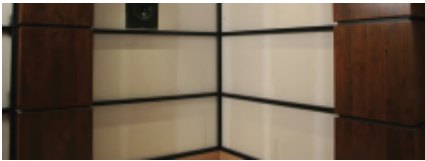


Front and back wall elevations
Sonance Reference Theatre,
Habitech, Basingstoke



ACOUSTIC DESIGN

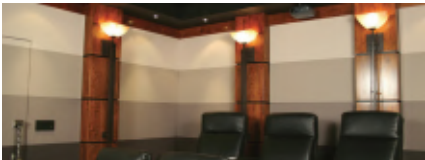
Acoustic Room System Installation



STEP 1: After room construction and sheetrock installation is completed, and design elements such as columns and architectural woodwork defined by the Design Service Programme are added, the CinemaTech specialist will apply the 3.175cm-deep fabric retainer that will provide the framework for the panels and acoustically transparent fabric.



STEP 2: Reversible diaphragmatic panels and high-frequency diffusers are then applied directly to the sheetrock (according to the exact specifications of Cinematech's acoustical analysis). This customised acoustic design maximizes the private home cinema's sound performance and audio experience.



STEP 3: The acoustical treatment is hidden behind an acoustically transparent fabric and the finishing visual design elements are applied.





WELCOME TO THE WORLD’S MOST EXCLUSIVE CINEMA DESIGN CLUB

So when you have a customer for the most haute of home theatres, how does the process pan out? We’ll arrange an initial free-of-charge consultation involving you, your customer, the project-related building professionals and the CinemaTech team to explain the design/installation process and establish room use (cinema room/media room), location and dimensions, desired guest capacity, preliminary system configuration, seating plan, room construction and sound isolation, time frames and a ballpark budget.

Next comes the Design Consultation, involving CinemaTech design team at an upfront cost of £2995 through Habitech (refunded if the value of CinemaTech services and products exceeds £20k). We’ll begin the Design Service Programme to determine your customer’s style preferences using thousands of design permutations, involving material and finish samples, including equipment options, lighting and seating choices. This info is fed back to the CT team, which then produces the preliminary design drawings and dimensional room analysis for acoustical optimisation, together with a finalised colour board including all selected materials and finishes, and accurate 3D room renders of exactly how the room will look when constructed.

Finally, at the detailed project planning stage, Habitech will submit CinemaTech’s quote for services and panels to you, adding options including build labour, AV system, seating, and lighting design. Then you’ll present the global project quote to your happy customer.



INITIAL CONSULTATION

Exploratory stage
Explain the theatre design/installation process
Establish room use (cinema room/media room), room location and dimensions, desired guest capacity, preliminary system configuration, seating plan, room construction and sound isolation
Estimate time frames and project retail cost

DESIGN CONSULTATION

‘Look-and-feel’ stage
Introduce CinemaTech Design Services Programme (DSP)
Establish client’s vision for unique theatre environment using thousands of design permutations
Prelim AutoCAD drawings
Analysis for acoustical optimisation
3-Dimensional room renderings
Assistance with materials and finishes that are hand selected by CinemaTech’s Theatre Design team
Finalised colour board including all selected materials and finishes

DETAILED PROJECT PLAN

Nailing down the detail
CinemaTech quote to Habitech
Habitech passes quote to dealer, adding quotation for options incl. build labour and materials, AV system, seating, lighting design and lighting installation
Dealer decides how options are split between Habitech/dealer-direct supply
Min dealer involvement: AV system install
Dealer presents project quote to client
Sign-off by client

PAYMENT PLAN AGREED



Render



Real



Render



Real



LIGHT TOUCH OR TIGHTER GRIP: YOU DECIDE

Outside the CinemaTech elements, you decide how to divide the workload. We can project-manage the entire shebang if that's what you want. The beauty of this new value-added service is that while your contact with the customer remains inviolable, your level of involvement is elastic. For instance if you have your own in-house acoustic modelling software and expertise you may elect to buy-in CinemaTech's acoustic tech alone. But if you're taking your first steps in luxury theatre design, you will need support. This may include our product guys, as well as proven builders and lighting specialists. Long story short, right through the planning, design and build stages we'll be working in the background to offer you a level of backup that adjusts to fit your needs. And because we've already completed the successful build of our Sonance/CinemaTech Reference theatre at Basingstoke, we'll have a living environment to show you and your customers, as well as specialist suppliers to recommend.

Naturally we'd be happy to configure and deliver the AV hardware, but you're free to specify any system - that's your prerogative. We'll simply ask you to install, test and commission the AV elements as your minimum contribution to the project. Most importantly we won't contact your customer directly because you're the boss and we're the support team.

Habitech's new Sonance Reference theatre design by CinemaTech offers the experience of a luxury, acoustically optimised cinema environment to you and your customers.





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With Habitech at your side, you'll have the ammunition to target every home cinema space, from the modest media room to the most desirable, unique and precision-crafted home theatre environment. Not only can we provide the high performance hardware, the training and the product support, we can now offer you CinemaTech's unprecedented design knowhow and, via our new demonstration rooms, the best possible experience of discreet AV systems in familiar home settings.

Jonathan Pengilley ”

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Habitech