



CinemaForté Offers Dealers Pre-Designed, Custom Engineered SmArt™ Theater Rooms

Designed by Dennis Erskine, Features Quest Acoustical Interiors and Fortress Seating

MADISONVILLE, TN – July 28, 2011 – CinemaForté, the global private cinema engineering, design, manufacturing and installation firm led by award-winning theater engineer and acoustician Dennis Erskine, today announced its line of SmArt™ Theaters and SmartLoungers™.

SmArt Theaters are a variety of acoustically superior, while affordable, dedicated theater rooms expertly designed by Dennis Erskine. Interior motifs range from traditional, to deco, to contemporary styles. Emphasis is placed upon precise loudspeaker, listener and acoustic treatment placement. To achieve this, Erskine utilizes Gerry Lemay's Quest Acoustical Interiors Lens System ("QALS") technology. Each theater receives on-site audio and video calibration by ISF and HAA certified calibrators (electronics required for completed calibration not included).

Many SmArt Theaters include proprietary wall and ceiling acoustical treatment modules, soffits, columns, sconces, and additional lighting. Screen wall options include basic screen walls (to hide LCRs); proscenium towers or full prosceniums complete with millwork, stage curtains and drapery valance. New from CinemaForté are SmartLoungers™ luxury leather recliners made by Fortress Seating, which complements the décors.

"Typically ranging from \$18K to \$50K MSRP (not including electronics, shipping or installation charges) SmArt Theaters represent a profitable retrofit opportunity – ideal for the homeowner not looking to spend 'six figures' on a dedicated theater, but still wanting a private cinema experience without compromising elegant design or superior AV performance," says CinemaForté founding partner Bill Johnson. "We've seen a growth trend in the ultra-high-end and modestly-priced retrofit dedicated theater segments, so we know the market exists."

Erskine says that recognizing this trend is what led to development of SmArt. He based SmArt Theaters on several of his most popular, award-winning theaters - "value-engineering" them by extracting some of the more expensive, extravagant design elements, while retaining most of the AV performance-based framework.

Erskine kept the most appealing visual elements to preserve as much of the overall look as possible. The result was a family of "elegantly understated" theater designs that Erskine said, "was just plain smart – both for us as well as our dealers." Johnson added, "That's where the names SmArt Theaters and SmartLoungers came about: "Where Science Meets Art ... now that's SmArt."

Each SmArt Theater ships in about 4 – 6 weeks. Installation typically requires a few days. CinemaForté also offers installation, if the dealer so chooses. All AV electronics are provided by the dealer.

About CinemaForté

CinemaForté LLC is a turnkey private cinema design, engineering, manufacturing, construction and global installation company led by founding partners Bill and Rose Anne Johnson and Dennis Erskine. Erskine first started providing designs for home cinemas over 15 years ago and has been setting industry standards ever since. He is a CEDIA Subject Matter Expert (SME) and is deeply involved in the education of both professionals and consumers alike – also responsible for helping determine CEDIA's certification and testing processes. Erskine sets the standards of performance for this industry and is a co-author of the CEDIA-CEA "Recommended Practices for Audio and Video." Erskine is a THX Certified Professional and an HAA (Home Acoustics Alliance) instructor.

CinemaForté represents a strategic alliance of synergistic, best-in-class brands each of whom specialize in one or more of the many disciplines required in the design, fabrication, installation and calibration of world class dedicated private theaters and other higher performance audio and/or video reproduction spaces. CinemaForté represents Quest Acoustical Interiors in the U.S. and Fortress "Off Broadway" Theater Seating regionally in 12 U.S. states. For more information please contact Rose Anne Johnson at CinemaForté toll free at (855) 335-5509 x 703 or e-mail RoseAnne@CinemaForte.Net. Visit their website at www.CinemaForte.net

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