



SmArt™ Theaters by CinemaForté

Times have changed. Not that long ago, most of us would have imagined that only the rich and famous could have an elegant, high-performance private theater in our home. Spending hundreds of thousands of dollars on an extravagant thematic movie shrine was not exactly at the top of our list of home improvements.

Today, many of us are looking for something a bit more practical, more functional – yet still offering the comforts and benefits of a luxurious private theater. A dedicated space that can provide a vastly superior, more enveloping cinema experience from the ordinary open area family room-with-flat-screen venue that has become commonplace in recent years – a place where family and friends can come together and escape from the day-to-day stresses, but without having to “break the bank” in the process.

Introducing SmArt™ Theaters – Where Science Meets Art

With SmArt™ Theaters you can now attain a private cinema experience that offers an incredibly high level of audio-video performance that is perfectly balanced with elegantly understated designs to fit a wide variety of interiors – at price points that are dramatically lower than what would have been possible only a few years ago.

SmArt™ Theaters transform a den, family room or a spare bedroom into a movie and music entertainment room that fits your lifestyle – a theater room that is “right at home” with the way you live and entertain.

Not Just a Pretty Face...

There's a good reason why we call these theaters "Smart" – at first appearance, these theater room designs are so exquisitely fashioned and tastefully appointed it can fool you into thinking that these are just great looking theater rooms but maybe not high performance. But that's where SmArt™ Theaters go above and beyond any other pre-designed dedicated theater interiors on the market today. SmArt™ Theaters are visually pleasing for sure – but are far more than just another pretty face...

Can you tell the difference between the theater on the left and the one on the right?



What's missing in this theater room?

There is no difference – at least, not from what you can see in the picture. But behind the surface of the theater on the right is a carefully conceived loudspeaker placement strategy, combined with a precisely engineered acoustical treatment system, together with a properly positioned audience seating arrangement – all based on the exact physical properties of this particular room's requirements to maximize audio-video performance and achieve the ultimate "suspension of disbelief". The theater on the left, however, is only using absorptive acoustic panels that have been arbitrarily mounted on the walls without a properly developed acoustic treatment strategy based on real physics. Oh – and the room on the right is a CinemaForté SmArt™ Theater, of course!

Seeing (and Hearing) is Believing

There are plenty of home theater companies who claim to have the experience and know-how to design and engineer private cinemas correctly – but very few are truly qualified to scientifically address the myriad issues that the room itself introduces that interfere with the ability to achieve higher performance levels. This is especially challenging when dealing with an existing room. It's one thing to design and engineer a room from the ground up where cost is no object – it's another required skillset altogether when working with an existing structure and attempting to retrofit a complete theater interior that will perform exceptionally well without the luxury of engineering the room itself during the architectural planning stages.

Furthermore, in the past if a homeowner didn't want to spend "six figures" on their home theater, it always seemed that either elegant design or superior AV performance would end up being sacrificed – or both. But it only takes a moment auditioning your favorite movie scene or music video in one of our pre-designed, custom-engineered Theaters to become a true believer. CinemaForté SmArt™ Theaters are simply amazing without sacrificing performance OR aesthetics. You'll soon discover that SmArt™ Theaters achieve a perfect balance between the art of interior design and the application of proven scientific principles to create a truly stunning movie-watching experience and with the same realism and emotion that the filmmaker originally intended.

Why CinemaForté SmArt™ Theaters are Clearly Superior

CinemaForté taps into the collective intelligence, experience, and expertise from each of its category leaders to develop theater room solutions that transcend the creative limitations of any one individual manufacturer to achieve an unprecedented level of performance, value and customer satisfaction.

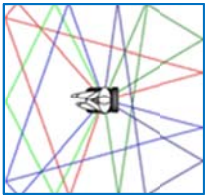
CinemaForté SmArt™ Theaters are vastly superior because:

- ▶ **Every CinemaForté SmArt™ Theater is engineered by award-winning THX certified theater designer Dennis Erskine**

Dennis Erskine is an accomplished, award-winning THX Certified Professional Theater Designer and Acoustical Engineer. With a degree in Physics, Erskine heads up the CinemaForté SmArt™ Theater Design and Engineering Teams for CinemaForté. He has received numerous industry awards for his reference-level private cinemas and screening rooms and is a CEDIA Certified Home Theater Design Specialist, Subject Matter Expert and CEDIA Certified Instructor. His home theater designs are widely recognized for their remarkable acoustics and stunning visual presentations. Many of the techniques and methods developed by Dennis Erskine are often imitated and have been incorporated into other's best practices.



- ▶ **Every CinemaForté SmArt™ Theater uses Quest Acoustical Interiors room treatment solutions exclusively**



What so many people fail to realize, is the extent to which the room itself contributes to the overall audio performance of a dedicated home cinema. In fact, as much as **80% of what you hear in a home cinema or listening room is not coming from your speakers – it's coming from the room itself.** Consequently, the room itself really is the most important “component” in your entire theater system.

But buying more expensive speakers and electronics cannot effectively compensate or correct the problems the room itself causes, and simply putting up absorptive panels is only a part of what is needed to address the acoustical challenges the room introduces. **Getting your theater to sound right requires a properly engineered solution based on a comprehensive acoustical strategy.** Absorptive panels are merely one component whose real performance benefit can only be effectively realized when used as a part of a **complete acoustic system solution.** Furthermore, most of the acoustic problems the room causes cannot be electronically solved or “equalized away”. **A total design approach is necessary** to resolve the problems that the room itself creates while focusing the soundstage and enhancing spatial envelopment.

SmArt™ Theaters use the Quest Acoustical Lens System (or “QALS”) in every theater we make because the QALS is the ultimate acoustical system for home theater or two channel listening rooms. Quest Acoustical Interiors has developed a series of proprietary, highly specialized surface-mounted acoustic treatment modules designed to work synergistically in a comprehensive system solution that has been **engineered specifically for your actual room**, optimizing subwoofer location, loudspeaker placement and audience seating positions into a precisely calculated alignment.



QuestAI then uses **computer-aided analysis to further develop the acoustic treatment strategy** in order to determine the exact placement of Quest’s unique treatment modules for the best possible sonic result. This scientifically rendered, highly customized strategy is the secret behind QuestAI’s outstanding results and is an essential element in every CinemaForté SmArt™ Theater design.

- ▶ **SmArtLoungers™ are hand-crafted for CinemaForté by Fortress Luxury Seating in their own factory right here in the U.S.A.**

Having rows of recliners with cup holders and shared arms that happen to be sitting inside of a home theater does NOT automatically qualify them as real theater seating. SmArtLoungers™ are REAL cinema recliners – a bench-made, hand-crafted masterpiece of comfort and style from the actual manufacturer – all designed and built in Fortress’ family-owned and operated facilities in Southern California for over 60 years.



You can immediately feel the difference when you sit in a CinemaForté SmArtLounger™ – they weigh about 30% more than other theater seats on the market and offer the ultimate in ergonomic support and long-term comfort. Combining steel and high quality laminate hardwoods to achieve the most durable frame structure with carefully selected multi-density foams that result in luxuriously soft cushioning while still providing ultimate body support for very long periods of time (as in several movies back-to-back).

- ▶ **Every CinemaForté SmArt™ Theater includes On-Site Audio-Video Calibration by an HAA Certified Calibrator**

No serious cinema is complete until final calibration is performed. The HAA® is a professional training organization dedicated to educating, establishing and supporting the highest standards of excellence in home acoustics and theater room calibration practices. Its purpose is to promote the correct and most effective use of acoustical design and calibration techniques specifically for the home. CinemaForté utilizes HAA Certified Calibrators worldwide to put the finishing touches on your SmArt™ Theater **to fine-tune the entire system for maximizing your theater’s audio performance for an ultimate audience experience...** to achieve the ever-elusive, “suspension of disbelief”.



CinemaForté SmArt™ Theater Interiors start as low as \$18K and include 5 - 6 CinemaForté SmArtLoungers™. Pricing does not include the audio video electronics, loudspeakers, shipping, handling or installation. SmArt™ Theaters must be purchased from an authorized CinemaForté reseller and require that the installation be performed by same said dealer who has been trained by CinemaForté or must be installed by CinemaForté’s installation team. Typical manufacturing turnaround times range from 4 – 6 weeks from the time CinemaForté receives your order to the time your theater ships.

For more information contact:



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