EssentialCASE STUDY



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As part of a larger whole house project in one of the most sort after districts in Dubai, Custom Controls, joined forces with Anthem AV Solutions and Artcoustic to pool knowledge and create a really attractive and feature rich home cinema.

> It's not often that a client has the brief of 'the ultimate home cinema' that the budget does not end up restraining once the client actually realises what is involved. However, when Custom Controls were given this brief for the home cinema that was part of a larger installation they were completing in a Dubai Villa complex, totalling nearly 55,000 square feet, the company knew that was exactly what they had to deliver.

The cinema was designed by Dave Chester, director at Custom Controls and he called in his cinema design partners at Anthem AV Solutions and Artcoustic. With support from Tom Garrett, technical sales manager at the company, Dave designed and delivered a room with dimensions optimised for acoustics, a stunning 3.5m projection screen showing 3D images at 1080p and full surround sound delivered by a 17 channel audio system. A really high spec cinema, but a hard working one as well, as since completion, the family love it so much, it is in daily use.

#### Designing the space

The uncompromising nature of the home cinema meant that the actual room had to be designed from the ground up to give the best possible audio video experience. The room shape was remodelled to an ultimate 'trapagon' to create the ideal listening environment. A trapagon has front and end walls in parallel, but the walls taper out front to rear.



case study - cinema.indd 39

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Ceiling lightings adds a touch of class without detracting from the entertainment



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Having the front of the room narrower than the rear is considered by many designers to be the best possible theoretical solution, as it allows the sound waves to reflect in an optimum way to provide top notch acoustics.

The team designed a false wall at the front of the room to house the screen, with the cavity behind providing the space for the Artcoustic speakers, while also allowing easy integration of curtains and lighting.

The star effect ceiling enhances the lighting in the room and is designed so that it does not detract from the entertainment on screen. The lighting is complemented further by the LED step lighting and Onyx tables, which are installed between the Cineak Vedette chairs.

## Creating the magic

The install team says the high-end audio required for this room is beautifully handled by an Artcoustic Spitfire cinema package. Front left, centre and front right speakers are installed in the recess behind the SmX acoustically transparent projector screen. Each of the LCR speakers are tri-amped, using Anthem Statement P5 amplifiers, to enable the Artcoustic Speakers to deliver their full potential.



Part of a whole house Crestron system, the cinema provides gaming and full 1080P 3D performance

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Also installed behind the screen are four Artcoustic Spitfire

Subwoofers, again with amplification from Anthem, in place

behind the screen of course ties the sound into the picture

perfectly and gives a natural feel to film watching.

Anthem amplification drive these surrounds.

to deliver huge amounts of bass in an efficient manner. Being

Each row of Cineak seats benefits from its own pair of

Artcoustic surround speakers ensuring that wherever in the room viewers are seated, they experience full immersive

surround sound. The remaining four of the 17 channels of

An Anthem Statement D2v processor ties all the sources and the delivery together. The room compensation software on this processor, Anthem Room Correction (ARC), ensures that the in-room performance is moved up another level by compensating for factors such as the soft-furnishings, wall finishes and final seating positions. Working with the Anthem Statement P-Series amplifiers, the Anthem Statement D2v ensures that the cinema always delivers the optimum audio and video performance, even during the most demanding film or Blu-ray music concert (the client's favourite viewing choice).





Video is served up by the powerful SIM2 Lumis 3D-S projector. The 1080p, 3,000 Lumens specification means the machine can easily illuminate the 3.5m screen whilst providing very life like, vivid colours and sharp blacks, even on 3D material.

The SmX Promask CW projection screen was chosen by the install team for the outstanding audio transparency of its screen material and masking. Furthermore, the unique vertical masking material ensures that the image is always perfectly framed by a true black velveteen border, even when the acoustically transparent masks are in place.

## Control and Automation

As this home cinema is part of a full Crestron controlled home, a Crestron TPS-6X wireless remote control allows easy control of the room: from lighting through to air conditioning. One press of a button switches the projector and all amplifiers on, routes video through the Crestron Digital Media matrix to the projector, at the same time as opening the screen curtains and selecting the movie lighting scene. ۲

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Each row of seats is provided with its own pair of Artcoustic surround speakers to create the best audio environment possible

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The cinema has a huge Blu-ray and DVD film library available through a Kaleidescape Server system and also benefits from Satellite TV and Apple TV feeds. Rack mounted games consoles also allow the client to play games on the huge 3.5m screen and if all these AV sources were not enough, a Crestron wall plate allows the client to plug in a local source (video camera, new games console, etc.) and enjoy it through the home cinema system.

More information: Custom Controls: +44 (0) 20 3012 0321 www.customcontrols.co.uk

# THE ESSENTIAL KIT

SIM2 Lumis 3D-S projector

3.5m SmX Promask Constant Width acoustically transparent projection screen

Anthem Statement D2v Processor

- 3 x Anthem Statement P5 Amplifiers
- 1 x Anthem Statement P2 Amplifier
- 3 x Artcoustic Spitfire LCR Speakers (tri-amped)
- 4 x Artcoustic Spitfire Subwoofers
- 4 x Artcoustic Surround Speakers
- Cineak Vedette Chairs

Crestron TPS-6X wireless remote control

- Crestron Digital Media matrix
- Kaleidescape Server system
- Gaming Console
- Apple TV
- Satellite TV



42 Essential Install

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