



ELITE HTS

CUSTOM HOME THEATER SEATING

So, what's so SPECIAL about ELITE HTS?

Over the past few years, Elite HTS has quickly gained a reputation for innovative new styling and for setting new standards in product quality and craftsmanship.

But what has really set us apart is our unique customization capabilities that allow our customers to essentially build their own theater seating right down to the stitching color. We keep zero inventory and every order is hand made from scratch according to our customers specifications. Within the Elite HTS team, we all enjoy seeing new configurations and color combinations in our factory that are shipped out every day.

Like snowflakes, rarely are two orders ever the same.



Some Qualities that TRULY Set Us Apart from the Rest

- We are theater seating specialists. Our sole and primary focus is exclusively theater seating.
- 10 Year Warranty.
- Standard Power Recline on all seating.
- Unique contemporary, modern styling offers a second option to traditional over-stuffed seating.
- Modular design allows for hundreds of custom options by mixing and matching various "arms" and "seat backs". Interactively build your chair on our award winning website www.elitehts.com
- Soft, Medium and Firm options allows the chair to be custom fitted to your preferences.
- Heavy Duty Workmanship. Average weight of chair = 150 lbs (as opposed to 75-100 lbs for entry level seating)
- Historical low maintenance and repair.
- Excellent customer satisfaction history.
- Additional available custom options include piping, dual tone seats, contrast stitching, custom logos, and even 24K gold plated cupholders.
- Various "low back" styles available for maximum acoustic efficiency
- Adjustable Headrest option provides a fair balance between comfort and acoustic efficiency.
- Wall Hugger Design. (Only 4" of wall clearance required)
- Chiropractic endorsed, ergonomic design provides excellent lumbar support.
- Custom handmade craftsmanship. Not mass produced overseas.
- High-End Italian leather used exclusively.

Designed for Endurance

More than any type of furniture, a theater seat must be able to provide comfort and support for hours on end. To achieve this, many factors must be taken into consideration during the design process such as a strong well built frame, an efficient ergonomic design and top grade materials such as high density foam.

The primary purpose of any type of furniture is to provide comfort and support. That is why it is surprising that most furniture in general is not built with this in mind. Many times during the developmental and conceptual stage, the aesthetic styling is given a higher priority than the ergonomic design. While styling is very important, it is imperative not to forget ergonomic and comfort considerations.

Just by simply visiting any local furniture store, one can see that most if not all chairs have little or no lower back support. One of the most common ailments for many people are lower back problems. When sitting in one position for hours at a time, the lower back and spine can easily start to develop discomfort if not properly supported. A commonly overlooked fact is that the cause of discomfort is pressure build up in the joints and muscles.

Sleeping on a poor mattress is a perfect example of how pressure build up causes discomfort and tossing and turning. The same principles apply to theater seating as well. The primary reason why a person tosses and turns or shifts position is to alleviate pressure build up. Most people can attest to how much shifting and movement is required during a 2 hour movie at their local cineplex.

So in summary, our focus is to design seating that is not only visually appealing, but also practical as well.

What to Look For

3. Lower Back Lumbar Support

As previously mentioned, one of the most common ailments for many people are lower back problems. Discomfort in this area is accentuated as the length of time increases while sitting stationary. So it is imperative that the lower back and spine are properly supported. It is important to find a suitable balance of body support and style when purchasing theater seating. After all, that is the primary purpose of any type of furniture; to provide comfort and support.

4. Is it a Wall Hugger?

A theater seat with a simple recline system pivots at the base of the seat, so sufficient wall clearance is required. The seat cushion remains stationary while the seat back reclines backwards.

In comparison, a Wall Hugger moves the seat cushion down and forward, while the seat back reclines backwards. This allows the recliner to be placed only 4" from the wall behind it. This can be very beneficial for theaters with limited space.

Also, Wall Hugger designs tend to be more acoustically efficient because the head and ears of an occupant does not alter position drastically from an upright or reclined position. This can allow a sound technician for example, to target a more specific optimum area in 3d space.

5. What Type of Recliner Mechanism is Used?

A good quality recliner mechanism can be spotted by having thick steel arms, reinforced steel bracing, and a smooth, silky reclining motion.

A poorly designed mechanism on the other hand will have thin, weak arms and a rickety reclining motion. Also, a manually operated mechanism such as a lever design for example, will only have limited recline positions. A motorized recliner however, allows the user to recline the seat to a fraction of a degree thus offering much more freedom and control.

6. How Are the Arms Reinforced?

One of the most common flaws of any type of recliner is a poorly designed frame. This can be the difference between a recliner lasting 2 years or 50 years. The main problems associated with a poor frame design are shaky/flimsy arms, excessive squeakiness and accelerated breakdown. Usually the main cause of this is the use of low quality cheap materials

such as rejected plywood or the use of wood that is simply not strong enough or thick enough.

Also, if just simple nails are used to build the frame, over time they can become loose from the constant shifting and bending of the wood frame. It is highly recommended to use a combination of fitted joints, screws and glue to construct a strong frame. Lastly the arms of a recliner should be reinforced at the highest point possible. This prevents the arms from shaking and moving. If an arm is reinforced near its base, than it will most probably be prone to cracking and breaking at the joint which in turn will cause shaky/flimsy arms.

What to Look For

Since a home theater is a significant investment, careful planning and research is worthwhile. Specifically regarding home theater seating, there are many factors and qualities which make up a high quality theater recliner. When researching theater seating, the following questions can be helpful to ensure you are purchasing a theater seat that is built to industry standards.

1. Total Weight

The overall weight of a theater chair can provide many clues as to its construction and quality. Entry level and mid-range seating typically weighs approximately 75 to 100 lbs per seat. Many times, this can mean the chair has been constructed poorly using "thin wall" wood construction and a lightweight, rickety recline mechanism.

Elite HTS seats are the heaviest on the market weighing in at an average weight

2. Foam Quality

Low quality foam can start to lose form and support in as little as 3 months. It is very important for any type of furniture to use "low memory foam" that is high in density so that it can provide support for many years. Preferably, the foam should be high in density and supportive, yet still soft and comfortable at the same time. Elite HTS offers soft, medium and firm foam options so that you can customize the chair according to your preferences.

of
152lbs
per seat.
This weight
is accounted for
mainly by our 3/4"
thick wall framing construction and our heavy duty,
"thick and chunky" industrial
grade recliner mechanism.

Style

7. Length of Warranty Offered.

Last but definitely not least is the length and type of warranty offered.

Within the industry, a 1-2 year warranty is standard, however Elite HTS offers an unprecedented 10 Year Warranty.



Adjustable Headrest

Elite HTS now offers 2 seat backs with the adjustable headrest feature. This allows the pillow to fit perfectly in the nape of the neck, thereby providing excellent head and neck support.

In addition, sight lines are precise because the viewer is always looking at the screen instead of the ceiling when reclined. Last but definitely not least, is that the adjustable headrest allows the chair to be compatible to all members of the family with various body types and lengths.

Premium Foam, Comfort and Lumbar Support

We use only the best cushioning foam that is manufactured with maximum resilience technology for hours of comfort and support. The foam is high in density and supportive, yet still soft and very comfortable at the same time. High quality flex webbing is used to support the foam instead of traditional springs, so no need to worry about old squeaky springs after a few years. Ergonomic, Chiropractic endorsed lumbar support eliminates all lower back pressure build up.

Frame

A combination of steel and premium wood is used to provide excellent structural integrity and support. The arms of our recliners are constructed to perfectly and seamlessly fit the inner frame and mechanism. This prevents having "flimsy arms" which is common if proper construction techniques are not used.

A 10 year Warranty is offered for the frame.



Upholstery and Material

Whether purchasing a theater chair in Valentino Leather, Silk Leather or CineSuede, you can be assured that only the highest grade materials are used. Top grade materials are of no use if they are not properly handled and processed. Our upholsterers and fabric cutters give attention to detail which results in sharp seams, exquisite stitching and pattern matches. There are over 50 separate patterns which make up the complex design for each of our models, so the upholstery process is quite labour intensive to say the least.

Cupholder

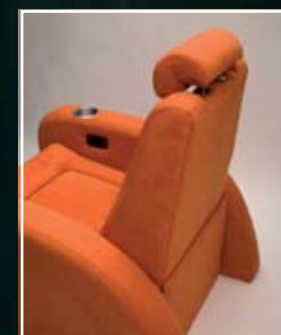
It's all the little things.....

Even our cupholders are made with the finest raw materials. Available colors include Gun Metal, Copper, Black and Silver. Additional colors and options include 24K Gold Plating available upon special request.



Industrial Grade, Heavy Duty, Recliner Mechanism

One of the most integral parts of a theater recliner is the recliner mechanism. All of the different parts of a theater recliner including the arms, seat back, seat cushion and foot rest are all attached to the recliner mechanism. Since it acts as a foundation and base, it must be designed and crafted to withstand a lifetime of use. Weighing over 60 pounds, and made of solid thick steel, it would be an understatement to call our industrial grade recliner mechanism "heavy duty". The mechanism itself is made in the U.S.A. and the motor is made in Germany. A 10 warranty is included for all mechanisms. Motorized power recline comes standard for all models. Manual recline available upon request.





Made of solid oak, the hidden slide out cupholder is our newest creation. The classy design of the "F" Arm is the perfect solution for those who prefer an alternative to visible fixed metal cupholders.

Custom wood stains available upon request.



Portfolio

Project : Art Deco/ Gallery
Model : A3





Project : Roman
Model : G4



Project : Ultra Lounge
Model : C1





MIX AND MATCH

Elite HTS offers 8 different arm styles/shapes that can be mixed and matched with 6 different "seat backs" to create 48 unique chair configurations. The arms are assigned different letters (A through H) and all the "seat backs" are assigned different numbers. (1 through 6)

B SERIES

The "B" arm offers a very contemporary, modern style and is accented by an angled, stainless steel foot.



C SERIES

The "C" arm is one of our most popular arm styles not only because of its styling, but also because of its practicality. With a total length of only 36", the "C" series is perfect for theaters with limited space. The cupholder is also positioned more forward so that it is out of the way.



D SERIES

The "D" arm is a variation of the "C" arm that presents a more continuous slope on the front of the arm. Also suitable for theaters with limited space.



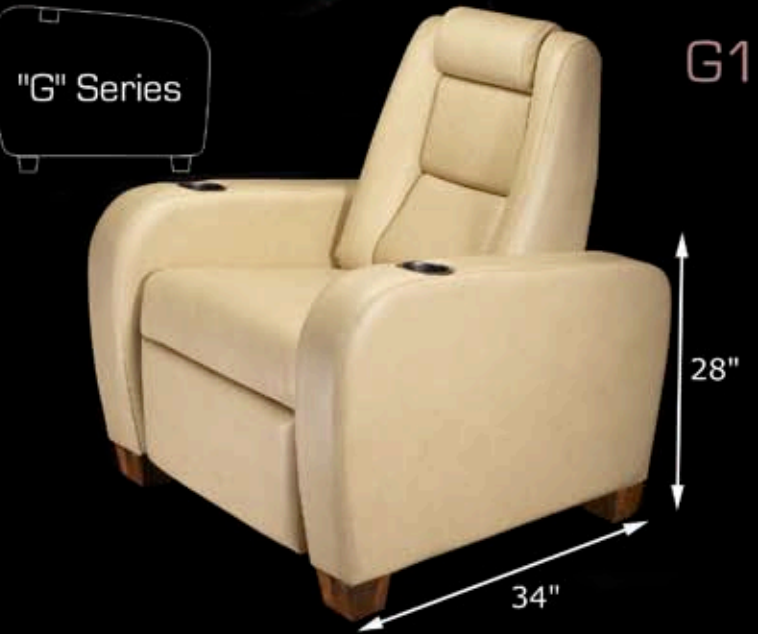
E SERIES The long sloping curves of the “E” arm offer an elegant “Art Deco” style that is popular with many Interior Designers.

F SERIES Made of solid oak, the hidden slide out cupholder is our newest creation. The classy design of the “F” Arm is the perfect solution for those who prefer an alternative to visible fixed metal cupholders. Custom wood stains available upon request.



G SERIES

Accented by solid oak legs, the “G” arm offers a classy, upscale look that would fit right into to your typical Manhattan penthouse or the high-end suburban home theater. Custom wood stains available upon request.



H SERIES

The arced profile of the “H” arm presents a uniquely contemporary style that combines sharp edges and curves to create a truly eye-catching seating configuration.

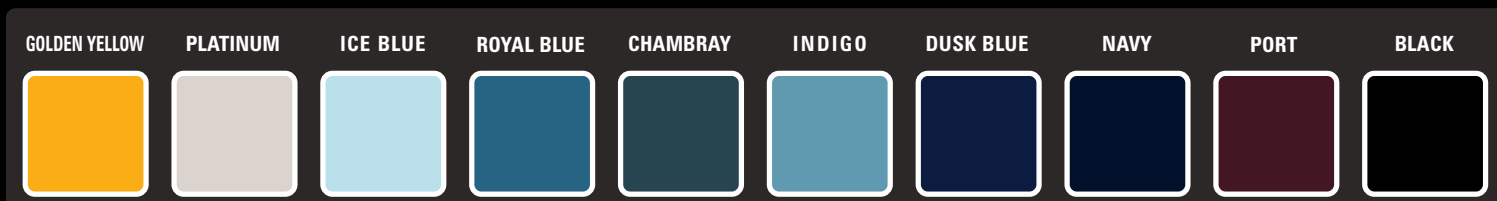
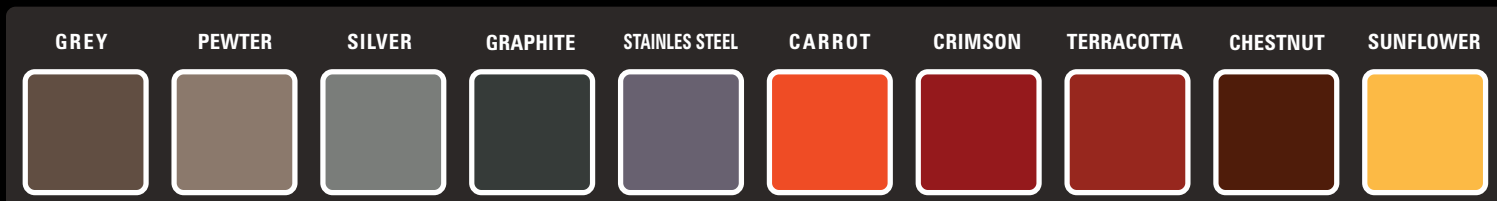
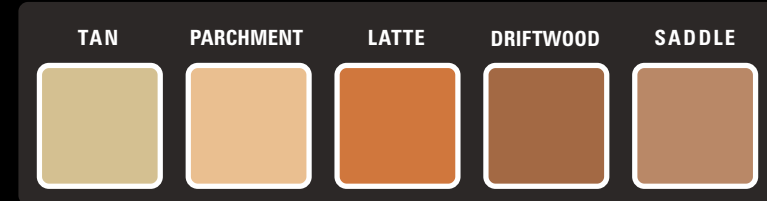




Materials and Colors

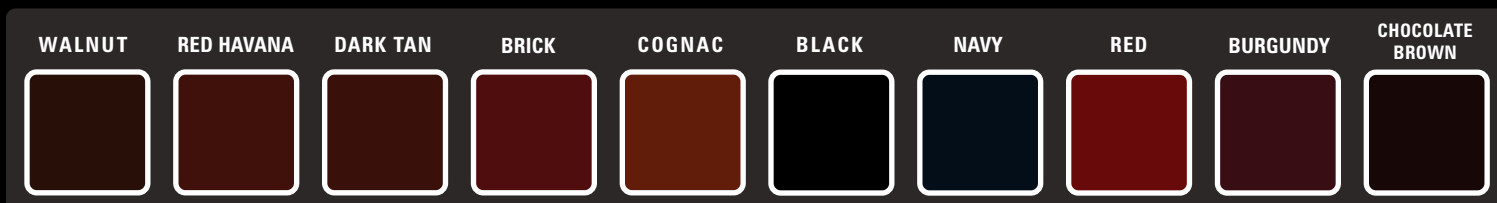
CineSuede

In comparison to abrasive, low quality micro-suede products, our high-end, spill resistant CineSuede fabric offers an ultra soft feel that creates a warm and cozy theater environment.



Valentino Leather

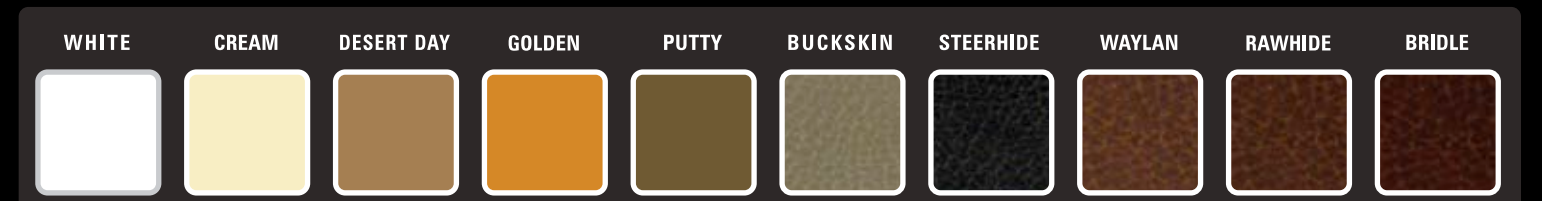
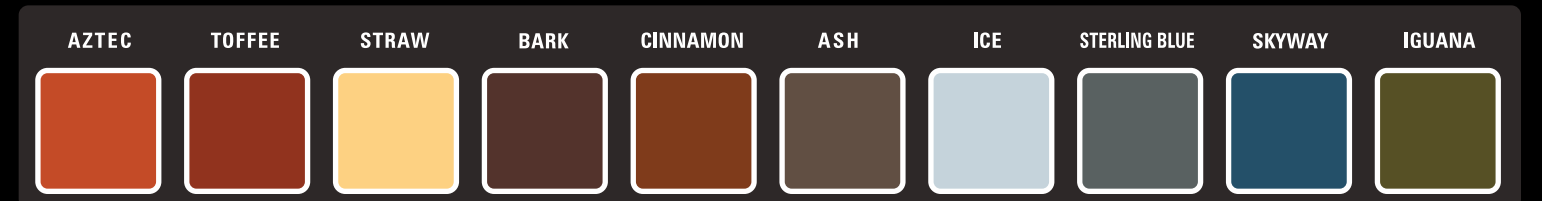
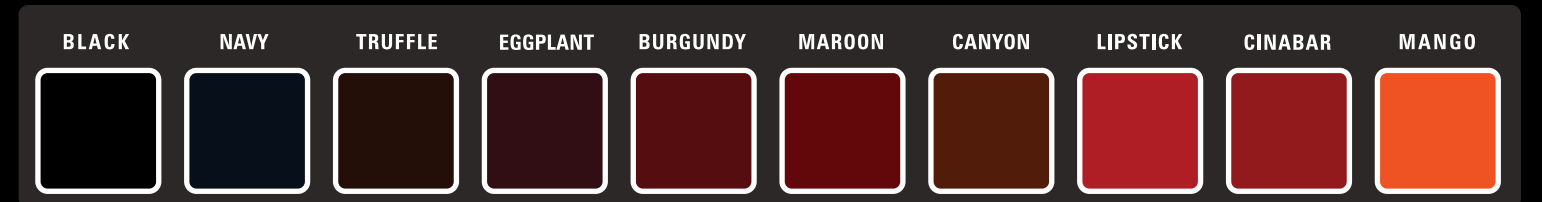
Elite HTS uses only the finest Italian leather that is not only durable, but soft and luxurious as well. Our leathers are dyed and treated using the highest standards to maintain color pigmentation and eliminate color fading.



Silk Leather

Silk Leather™ is a revolutionary new material exclusive only to Elite HTS that is luxuriously soft as silk, yet durable like leather. Looking closely, you can see that the material is porous which allows it to “breathe” so the occupant stays cool and does not sweat in the summer. In the winter, it provides a warm, cozy feeling.

Since it is porous, it also allows for a generous amount of sound to “flow” through it, making it acoustically friendly as well. Lastly, the material does not hold air in the cushion like traditional leather, this creates a very nice “marshmallow effect” on the cushion.



Cupholders

Made of top quality metals, our scratch and chip resistant cupholders are made to withstand years of use. The extra wide 3.5” inside diameter can even accomodate the largest of soft drinks or even a

bottle of wine. Chairs without cupholders are also available upon request. Available colors include Gun Metal, Black, Copper or Silver. Custom, special order colors such as 24K gold plated cupholders are also available upon request.





Elite HTS is proud to offer the Crowson TES 100 (Tactile Effects System), the world's premier bass reproduction device, as an extra add-on component.

The Crowson product was awarded the About.com, Home Theater Product of the Year for 2005.

As opposed to traditional low-frequency products, the Crowson Transducer sits on the floor and the seating is

placed on top of it. Elite HTS goes one step further and recesses the transducer within the arm, so it is out of sight. The weight of the chair compresses the transducer and it then comes alive when it intelligently detects low frequency sound effects by physically shaking the chair instead of just creating a vibrating or buzzing effect like traditional bass enhancing products.

For example, during the movie Apollo 13, this difference is very noticeable because it actually feels like you're in a shuttle that is blasting off, instead of just sitting in the stands watching it rise into the sky.

Foam Options



Elite HTS now offers 3 levels of foam firmness for our seat cushions -- Soft, Medium and Firm.

By offering this custom option, we are further tailoring your seat to your preferences and custom fitting it to your specifications.

Elite HTS uses only the highest quality "low memory foam" that is high in density so that it can provide support for many years. Our foam is covered by our 10 Year Warranty as well.

SOFT
Medium
FIRM

Theater Planning Tips

The following tips can be very helpful during during the conceptual, planning stage of your home theater project.

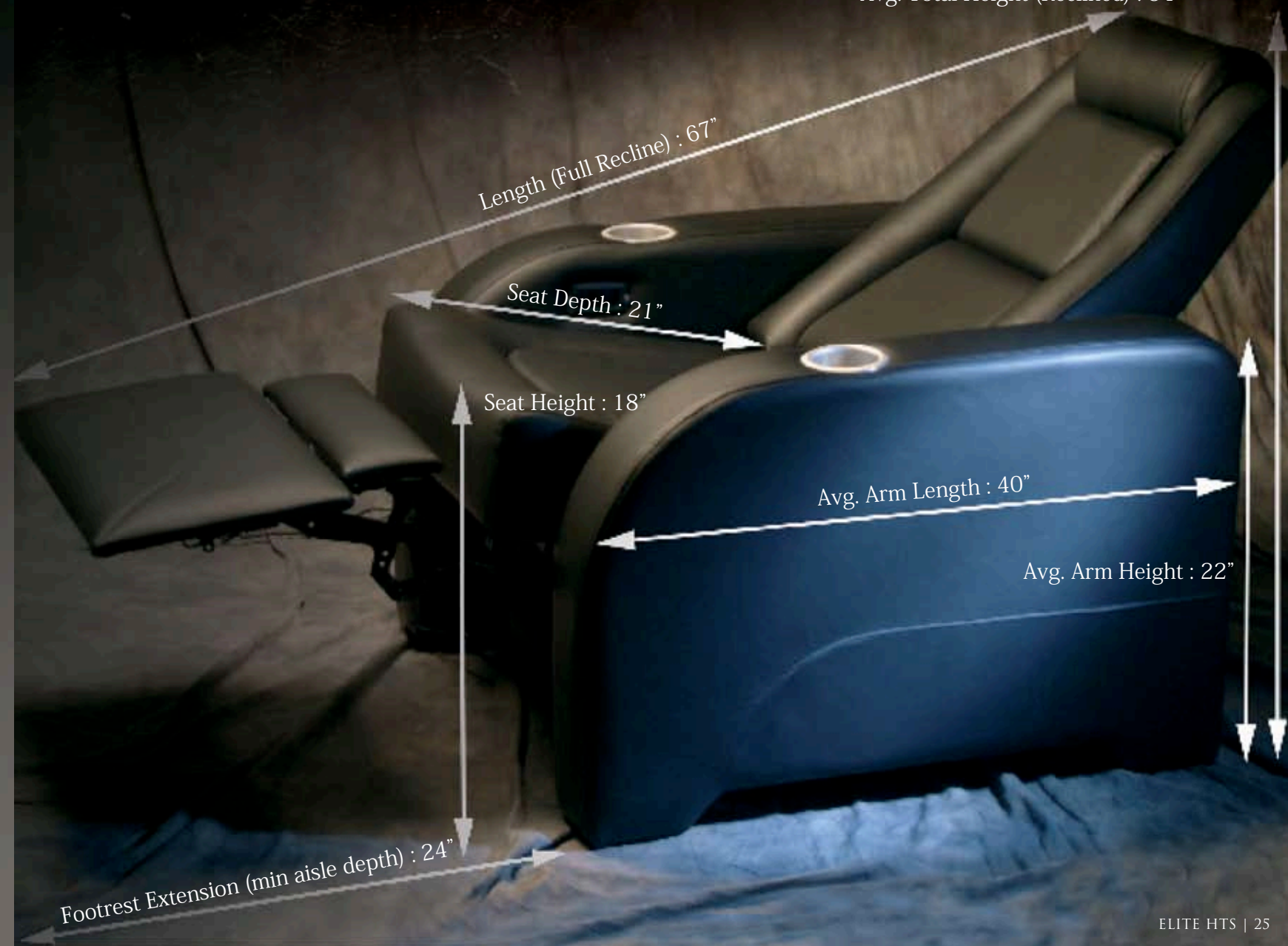
1. Wall Clearance : Elite HTS uses a "wall saver" incliner mechanism that only requires 2" to 4" inches of wall clearance behind the chair. This can be very beneficial to theaters with limited overall length.

2. Aisle Depth : The average distance of an extended footrest in front of a reclined chair is 24". So therefore, this is the minimum recommended aisle depth between rows. Optimum distance between rows is 30" to 40".

3. Riser Height : A riser height of 7" to 12" is recommended with a 5" to 7" step.

4. Power Requirements : Each motorized chair runs on low voltage and only draws 0.5 amps per chair. Each chair has it's own plug, however all chairs within a row can be plugged into the same outlet using a power bar or extension wire. To avoid running wire, an outlet can be installed directly beneath a row of chairs.

Avg. Total Height (Upright) : 40"
Avg. Total Height (Reclined) : 34"



Layouts

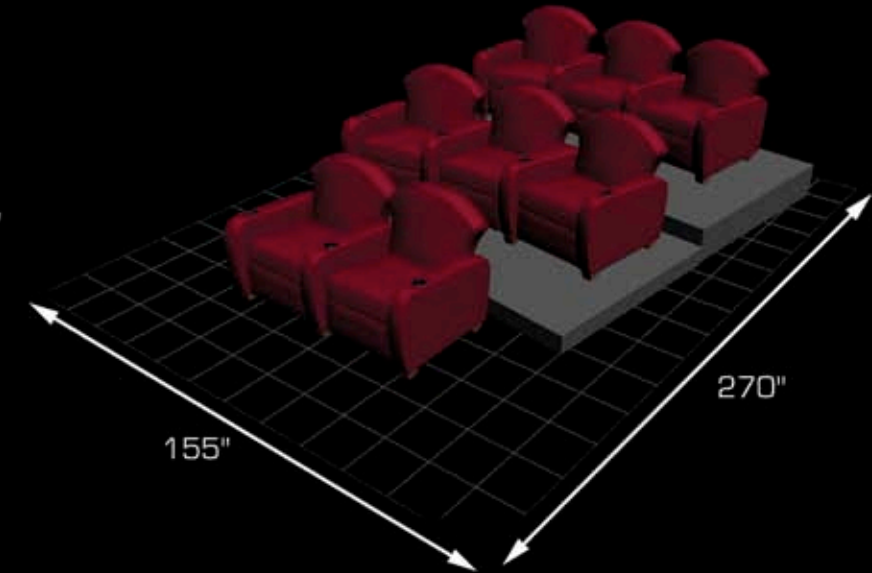
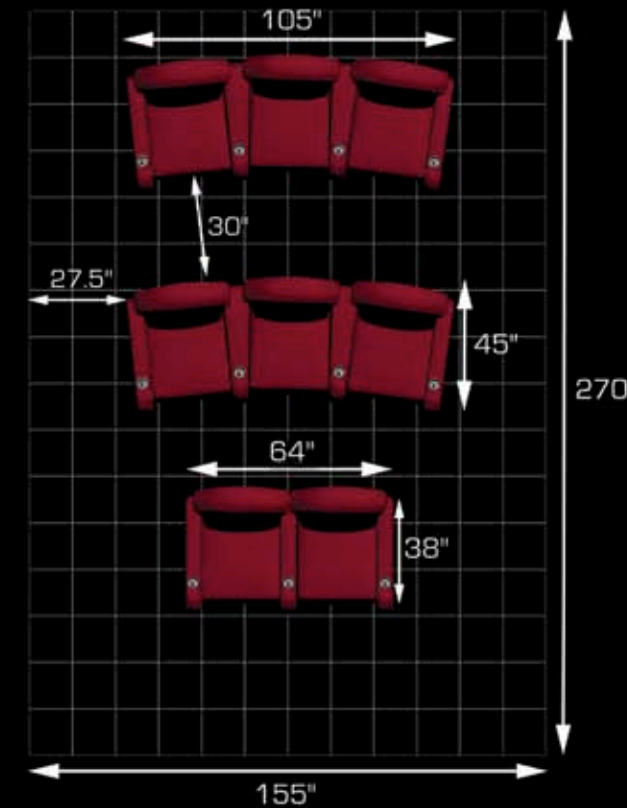
Custom Configurations Available Upon Request



Layout Design Service

Using computer graphics, our team of 3d artists can assist you in the planning of your theater seating layout.

This invaluable service allows you to visualize the room from multiple angles, and efficiently plan platform dimensions, aisle depths and optimum number of seats per row.



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