

# HD Living

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# Award-winning Dreams

Electronic Design Group

**THE CLIENT HAD PREPARED TO BUILD HIS DREAM THEATER FOR MANY YEARS**, researching, reading industry magazines and saving photos of theaters that he liked. He came to Electronics Design Group to convert his unfinished basement into a dedicated home theater. After EDG brought regional design talent onto the job, he wound up with an award-winning experience.

Scanning EDG's portfolio in the integrator's Piscataway, N.J., showroom during a meeting with EDG Senior Systems Consultant Joe McNeill, the client liked the style of EDG's projects with designer Robert So of Rare Designs in Nutley, N.J.

By pure luck of timing, McNeill was able to bring the client to see a nearby home theater project that EDG and So were just completing. The client returned sold on working with both EDG and So.

McNeill and So met the client at his home to study the room as a group. Undeterred by the room's drop ceiling and concrete floor, So began sketching a classic-style movie theater,



which the client immediately liked.

In a room that was only 17 by 26 feet, with a 8-foot, 9-inch ceiling, the theater "required a lot of precise measurements" to determine screen size, screen positioning and the proper sightlines for each seat, McNeill says.

EDG prepared CAD drawings to show both client and





contractors exactly where the screen, video projector, speakers, theater risers and seating would be located. The theater boasts nine theater recliners on two levels, plus seating at a wet bar on third level at the theater's rear.

McNeill credited the client's general contractor, Dean Theodorou, owner of TAAS Construction in Hackensack, N.J., with deftly implementing So's design for the theater, an upstairs theater "lobby," plus a new bathroom and equipment closets in the basement.

"It was a true collaborative effort," says McNeill.

Theodorou praises EDG for its audio/visual design. "They were very professional and worked well with us."

The client, a movie buff, opted for a Runco CineWide 1080p video projector with AutoScope, an add-on lens that automatically moves in front of the projector to support the true widescreen reproduction of movies originally filmed in the CinemaScope 2.35:1 format.

At the theater's front is a 138-inch fixed screen from Stewart Filmscreen that is not only capable of displaying a native 2.35:1 image but also has motorized masking panels that glide down on the left and right to discretely frame a 16:9 widescreen image.

Installed in-wall flanking the screen, Bowers & Wilkins' Signa-

ture 8NT loudspeakers feature engineered back-boxes, allowing them to perform like floor-standing speakers. In cabinetry below the screen, two subwoofers flank another 8NT speaker serving as the surround sound system's center channel.

A custom-programmed Crestron remote controls not only the theater a/v system but also the lighting in the theater and the upstairs lobby and the distributed audio/video systems EDG installed through the home.

The theater's video components work seamlessly with the client's Kaleidescape movie management system, McNeill says. "Kaleidescape recognizes when the client selects a movie that is shot in 2.35, and the masking system goes up and the anamorphic lens moves in front of the projector. It's all automated."

The client deemed the automation, "Really cool!" He adds, "The sound is better than in the movie theater. It's incredible!"

The theater won a technical design award in the Custom Electronic Design & Installation Association's 2008 Electronics Lifestyles Awards. "From our experience of doing many dedicated theater rooms, we were able to bring in key players and help improve and elevate the level of his project," says McNeill. "As a result of hiring EDG, the client ended up with a really unique design and a high performance, award-winning theater." ■