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Innovative Theatres Newsletter Cinema and Style

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Greetings!

Welcome again to our monthly newsletter "*Cinema and Style*". First - an apology - last month's newsletter was unintentionally sent to many of you more than one time. We know this is an annoyance and we *promise* to avoid this mistake again.



Barbara Summers (ASID Designer Selection Service) with Keith Willis of Innovative at the ASID Trade Expo

For the first time in a few years Innovative Theatres displayed at this years ASID Design/Trade Expo at the LA Mart this last Thursday. The Expo always gives us a wonderful opportunity to meet with long time friends and colleagues and to make new acquaintances that we hope will develop into new working relationships. Thank you to all that stopped by to say hello.

We Have Moved

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Even though we are not one hundred percent completed, this week our Santa Monica staff will move over to our brand new showroom in West Hollywood on Santa Monica Blvd. We are very excited to be able to display all the best audio and video in our new 14 seat Moroccan Style theatre to designers and their clients. We will keep you informed on the grand opening date. The new showroom number is 323-850-7900.

And, as always, we encourage your feedback to our newsletter and look forward to any design ideas or real world issues that we can help resolve in order to make your projects as pleasing as possible. Just call or drop us an email anytime. Thank you and we hope you are finding our newsletter both informative and useful.

Keith Willis - CEO -Innovative Theatres, Inc.

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ASID Industry Partners, AIA Allied.

Theater of the Month

The Italian Style "*Italianate*" theater was designed to compliment the interior architecture of a client's home in "The Oaks" of Calabasas, CA. The Doric Columns that adorn each side of the proscenium are classic elements of the popular Tuscan Style homes being built today. This theatre is one of our new "**Classic Editions**" pre- designed home theatre series. All nine Classic Editions are turn-key theatres that include audio/video, acoustics, interior elements and seating.

- **Architecture:** Proscenium Doric columns. Custom antique wood wainscoting and base boards compliment the design. Cornice lighting for the "amphitheater feel" complete the look.
- **Acoustics:** Walls were constructed to acoustically isolate the theater sound from the rest of the residence. The interior walls were then treated with fabric-wrapped acoustic panels for sound performance within the theater.
- **Audio/Video:** 5.1 Theater Surround Sound and HDTV format front projection video were utilized.
- **Automation:** Easy one-touch theater automation controls all aspects of the theater operation.
- **Ambience and Accessories:** Eight theater recliners are used for the front row and the upper level, allowing for comfort and easy viewing.

Innovative Brings on Elite Seating



Recently, while researching for a project for the Canadian Consulate in Los Angeles we ran across a great Canadian seating company. A boutique brand up until now, their seats are all motorized and are highly customizable. The arm rests, seats and seat backs are interchangeable allowing the ability to put together the perfect seat package.

Elite seating has a variety of leathers and ultra- suedes to choose from. The samples are available and the Innovative showroom as well as the full line of Innovative Theatres seating. Call us for details.

Contact us.

Feel The Excitement Of Motion



Moving seats? D-Box's motion platform is placed under your theatre seat and creates an up and down, side to side motion in sync. to the action in the movie. This new model can work with virtually any theatre seats and is easy to install and set-up.

in perfect synchronization with the onscreen action and sound, creating a virtual-reality experience in your living room or home theater. You're literally drawn into the action as never before, experiencing the same motional forces as the actors and players you're watching.

How it works Motion simulators uses a two or four point suspension system to lift and move your seating

Coming soon to the Innovative Showroom.

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No one plans to fail they just fail to plan.

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