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# INNOVATIVE THEATRES

## PRIVATE THEATRE ENVIRONMENTS

7414 Santa Monica Blvd. - West Hollywood, Ca - 90046

### Innovative Theatres Newsletter Cinema and Style - The Eco-Friendly Issue

February 2008 - Vol 9, Issue 9

#### In This Issue

Theater Acoustics -  
Blue Jeans and Tee  
Shirts?  
Acoustic Art -  
Attractive and  
Effective using Eco  
Panels  
The "Green"  
Foundation.  
Old to New. Recycled  
Carpet Technology

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#### Quick Links

#### Greetings!

Welcome again to our  
monthly newsletter,  
*"Cinema and Style"*.

Keeping in step with the  
newest architectural and  
building standards linked  
to "green building", we  
have been focusing on  
acoustic products and  
building products that will  
enable us to construct  
each theater significantly  
with environmentally-  
friendly materials. We are  
very excited with the great



new products that are now available in the "green" camp. Everything from  
basic construction lumber and acoustic products to beautiful and exotic  
finishes can now be incorporated into each theater that we design.

Innovative Website

Home Theatre  
Products.com

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Links

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February's newsletter explores the benefits of "Eco-Friendly" design.

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.

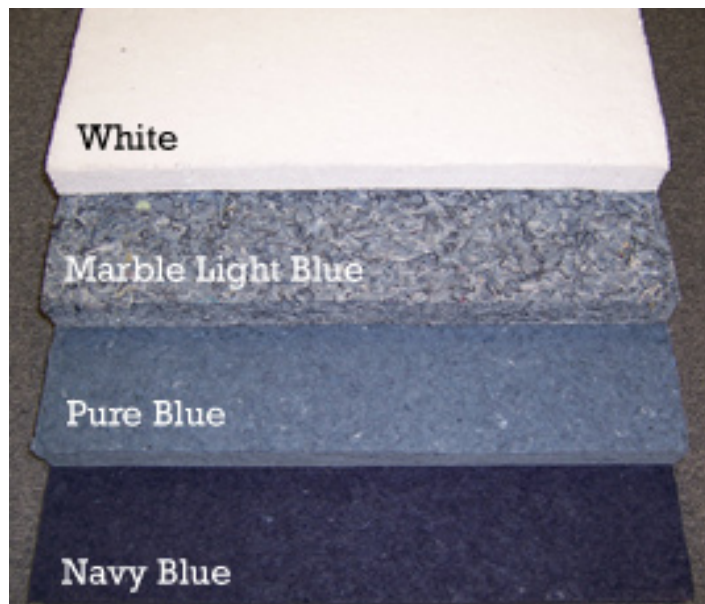
Thank you and we hope you are finding our newsletter both informative and useful.

**Keith Willis- CEO -Innovative Theatres, Inc.**

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### Theater Acoustics - Blue Jeans and Tee Shirts?



One the most exciting products that we discovered is from a company that manufactures acoustically absorptive sound panels entirely from recycled textiles, mostly denim and tee shirts. These products are so effective that we have substituted these panels (along with Eco Core panels) for the traditional compressed fiberglass panels. The net result has been a safer and more environmentally friendly project.

### Acoustic Art - Attractive and Effective using Eco Panels



Trying to bridge the gap between an esthetic sense and a bare acoustic panel is sometimes difficult. Apart from covering a panel in fabric, there is not a lot you can do to disguise the material. One alternative is acoustic art. We have recently been utilizing a mesh fabric as an art canvas and then gicleeing a scanned picture or a digital photograph right on the mesh to create our art. Then it is wrapped around an Eco-Friendly acoustic panel and framed just like fine art. This works great for home theaters, commercial applications, and almost anywhere. Great esthetic - great performance.

### The "Green" Foundation.



One of the elements that make a truly unique and elegant interior finish is the selection of exotic hardwood veneer finishes. Typically, many of these exotic veneers are manufactured from non-reusable resources and in some cases are no longer available for import due to years of over-forestry. This new type of wood veneers are "Engineered Natural Wood Veneers". This company's product is reconstituted wood materials derived from

sustainable forest products. They offer a wide variety of species and cuts that closely resemble costly and endangered exotic veneers. This Green line of products is amazing.

**Contact us.**

## Old to New. Recycled Carpet Technology



What happens to all the discarded carpets? The Mohawk Greenworks Center collects and recycles post-consumer carpets. Using breakthrough patent-pending technology, the Center processes all types of discarded woven and tufted carpets, and transforms not only the face fibers, but virtually all of the carpet into usable products. This is a very durable floor covering for the high traffic use typicle in a home theater. It also saves our landfills and the consumer.

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***No one plans to fail ... they just fail to plan.***

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