

Essential **INSTALL** MAGAZINE

The new magazine for the custom install industry

Launch Issue

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Please contact Dave Taylor, National Sales Manager at dave.t@spectralgb.com

AREA SALES MANAGER CUSTOM INSTALL - MIDLANDS

Armour Home, the leading manufacturer and distributor of hi-fi, home cinema and multi-room home entertainment products is seeking a new Area Sales Manager with a custom installation focus. The role will involve selling the Armour brand portfolio to trade based installers and specifiers covering an area from Yorkshire to Cambridgeshire.

The successful candidate will have experience of the custom installation market although full training will be provided, and a strong track record of business to business sales. The candidate will be responsible for the areas sales and profitability budget, reporting into the UK Sales Director. Armour Home is committed to strong growth and achieves this by offering market leading products and customer support. Our Area Sales Manager role is instrumental in achieving these goals and represents an excellent career opportunity for any individual.

Salary: TBC based on experience. Benefits: Company car, expenses and competitive company pension plan.

Applications can be made by posting or emailing a covering letter and CV to Michelle Dorrian, HR Manager, Armour Home, Stortford Hall Industrial Park, Dunmow Road, Bishops Stortford CM23 5GZ or email recruit@armourhome.co.uk

Please visit: www.armourhome.co.uk for further information.

armourHOME



■ This high-quality purpose built garden cinema looks almost as good from the outside as it does from the inside



Get Into Your Zone

NILES GIVES YOU THE COMPETITIVE EDGE



Solo-6 IR - UK Style Keypad

ZR-6 - six-source, six-zone system

With advanced features such as plug and play iPod integration, a built in AM/FM Tuner and high power digital amplification the whole family can enjoy great sounding music anywhere in their home.

The new ZR-6 offers six source inputs, six zone outputs (expandable to 18) several different keypad and remote control options and Niles simple 'One Touch to Entertainment' feature - all from this easy to install and easy to use system

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**In Stock
NOW!**

CABIN FEVER!

In a recent visit *Essential Install* definitely caught the purpose built home cinema bug from this beautifully presented and highly capable install.

Simply one of the most stunning purpose built home (or should that be garden) cinemas in the country, the project was very much a joint effort of top professionals including distributor Pulse Marketing and its dedicated team of installers based across the UK, all inspired from a very clear vision of what was wanted from the client himself. The project amounted to a dream job for all involved as the concept could be designed from the ground up without the challenges and limitations that a retro fit can sometimes produce.

At his previous address the client had also constructed

a home cinema, this time in a double garage. Using components available in the more mainstream Hi-Fi market, a reasonable install was achieved with the kit and budget available. However, the client was keen for a no compromise solution this time and decided that purpose built was definitely the way to go. To this end it was decided that the cinema would be constructed around the solid base provided by a Norwegian log cabin with an eight square metre floor area.

Having a long background in sound recording for film production, the client was keen to achieve the best in performance, but was not sure where to turn for advice. Whilst researching different kit and approaches at various shows and events, the client bumped into Gerben Van Duyl and Anders Uggelberg, founders and owners of high-quality speaker brand Procella Audio, at the Heathrow Hi-Fi show. He remembered them from his work in film production and decided these guys could well have some help to offer in finding the kit he needed.

Anders and Gerben introduced the client to Mike Beatty



The Norwegian log cabin took just three weeks to construct

and Kapes Patel from Pulse Marketing. The team had a demonstration room set up at the show using Procella speakers. The client was particularly taken with the quality and richness from the Procella speakers and for the first time experienced what could be achieved from a room of sensible size. The client was impressed with the warmth of the sound and the fact that such care had been taken over the positioning of the speakers. After returning for a second listen the following day, the client decided that the Pulse

and Procella team were definitely the guys to entrust with his vision.

NORWEGIAN WOOD

The cabin was ordered from Norwegian Log Cabins, arrived eight weeks later and was erected over a three week period using a 'Lego style' construction method with all the key elements slotting together. During the construction all the walls and floors were insulated and sound proofed and basic wiring was installed. As the Cabin neared completion, a meeting was convened to discuss the kit and room treatment requirements. Both Gerben and Anders have worked for DTS in the past, so know a thing or two about achieving the right sound.

The whole team assisted in drawing up detailed plans showing speaker positioning and acoustic requirements and then took the time to explain them fully to the client. Mike, Kapes and Dave Phillips of Pulse also assisted in the selection of the cinema equipment.

A long love affair with cinema, beginning at a young age as the projectionist at his local cinema, meant the client had a very clear vision of how he wanted the cinema to look. The old Regal cinema had beautiful red curtains, red carpet, but very hard seats. The client wanted to recreate that traditional look, particularly the feeling of anticipation created by the curtains slowly drawing back to reveal the film. However, he was less keen to recreate those old



Away from the main house the full power of the system can be enjoyed

uncomfortable seats. The seating issue was solved by employing D-Box seats. D-Box chairs are hooked up to a motion controller that synchronises with the audio on the movies sound track. The system really is very responsive and not jarring and really does add another dimension to the film experience. Six major Hollywood studios are including the codes in their movies which the D-Box seats react to and the system is about to make its debut in the theatrical world at the Mann's Chinese 6 theatre in Hollywood. D-Box seats can come as standard, but the actuators that create the motion can also be fitted to existing furniture of the clients choosing using a motion platform. The ceiling was fitted with 1000 fixed fibre optic lights and a model of the moon, sourced by the client and originally having been designed by Buzz Aldrin! The moon model and fibre optics were then connected to a dimmer system in order to create the moon and stars theme the client wanted, which is particularly effective when watching a Sci-Fi movie.

“Ultimately and most importantly, the client could not be happier with his home cinema... He calls it his little piece of Hollywood at the bottom of the garden”

One of the advantages of being away from the main house is that the sound levels can go very high, so Gerben and Anders could really go to town on the audio kit. Gerben says the cabin presented particular challenges, but actually delivered a solid platform from which to work. At the rear of the cabin were placed the Procella rear surround speakers and the sound diffusers. The ceiling was treated with a special sound absorbent material.

At the front of the cabin, a baffle wall was constructed into which the front speakers and the dual (1000W) 18in active subwoofer units were fixed completing the 7.2 set-up. The wall was also covered in more sound absorbent material and of course also provided support for the acoustically transparent (Screen Research) screen. The Runco projector with built-on anamorphic lens and screen are set up to deal mainly in Cinemascope images, but can also adjust for 16:9 if required. The amplification that drives the Procella speakers is a Sherbourn multi-channel model delivering 200W into each channel.

Both Gerben and Anders are most insistent that the room is the single biggest factor in any install, the kit must always be chosen to suit the room. Anders says that keeping this in mind allowed the team to create a really beautiful and immersive cinema room rather than just a collection of kit.

In action all the kit comes together in a really quality presentation and those subs can really shift some air, but the effect is never forced and adds to the experience rather than over powering it.



Sherbourne amplification sits at the heart of the system

Sound diffusers and room treatment were as important as the kit in getting the sound right



The fibre optic starlight effect interior adds loads of atmosphere and the D-Box reactive seats add another dimension to viewing

Ultimately and most importantly, the client could not be happier with his home cinema. He can play his movies loud without disturbing anyone and also attests to the high quality of the music production citing a warm mid-range and high levels of clarity and definition. He calls it his little piece of Hollywood at the bottom of the garden.

“One of the advantageous of being away from the main house is that the sound levels can go very high, so Gerben and Anders could really go to town on the audio kit”



The Runco projector is equipped with an anamorphic lens for enjoyment of Cinemascope pictures



The plush interior and red curtains hark back to the golden age of cinema, chock ice anyone?

THE ESSENTIAL KIT

Cinema Products

- 3 Procella P815 HE, front channel, tri-amp active
- 4 Procella P8, rear channel, passive
- 1 Procella P18 active dual 18in active subwoofer
- 1 Yamaha DVD S2500
- 1 Panasonic DMP BD30
- 1 Sherbourn PT-7010A AV Processor
- 1 Sherbourn LDS 7/200 200W per channel Power Amplifier
- 1 Runco projector 1080p DLP Video Xtreme Single Chip Projector (Soon to be replaced with a Runco VX22d)
- 1 Runco Whitney Lens Anamorphic Lens for VX2000d(Soon to be replaced with a Mckinley AutoScope Lens)
- 1 Runco Ceiling Bracket, Hanging Kit for VX2000d
- 1 Screen Research XLS-120-235-2W-B 3 metre wide 2.35:1 screen with masking
- 1 Rako Lighting System
- 1 Phillips TSU9600 Pronto

Room Design, Acoustic Treatment and Calibration

- Design of Baffle Wall and Speaker Layout, Complex Acoustic room design including 5 Ceiling Absorbers, 2 Side Wall Diffuser Clusters and 2 Rear Wall Diffuser Clusters
- 1 Procella engineer visit and calibration

Seating

- 4 D-Box SRR-103 Single Cinema Seat with Electric Recliner
- 1 D-Box SRI-133 Single Cinema Seat with Electric Recliner