

PROMEDIASOLUTIONS.CO.UK

# THE HOME OF CINEMA



# DISCOVER THE ESSENCE OF IMMERSION

Modern high-end home entertainment systems are crafted to deliver unparalleled audio and visual precision, elevating your experience far beyond the ordinary constraints of smart devices or standard flat-screen TVs.

Embrace the transformative power of scale. This extraordinary magnitude breathes new life into your favourite movies, games, and content, transforming them into immersive, shared experiences that captivate and inspire.

Experience the pinnacle of home entertainment, whether in solitude or shared with loved ones, by merging the power of high-definition audio and cutting-edge 4K visuals on a stunning, expansive screen that captivates your entire field of view. Instantly, you become an integral part of the action.

This is the mesmerizing allure of luxury home cinema – an immersive journey that transcends the boundaries of ordinary entertainment and invites you to lose yourself in a world of unparalleled sensory experiences.









# DEFINING LUXURY HOME CINEMA

Envision your luxury home cinema as a timeless, high-quality audio-visual installation that transcends the ordinary limitations of built-in TV speakers. Harnessing the power of professional cinema technology, home cinema brings the exhilaration of the big screen directly to your personal space, without sacrificing the intimacy of your home.

Collaborate with skilled installers and interior designers to tailor the system to your unique preferences and budget. Revel in awe-inspiring audio-visual performance amidst the comfort and style of your home, complete with customized fabrics, décor, and seating arrangements. Your home cinema is designed to be an extension of your individuality, reflecting the distinct character and charm of your personal sanctuary.

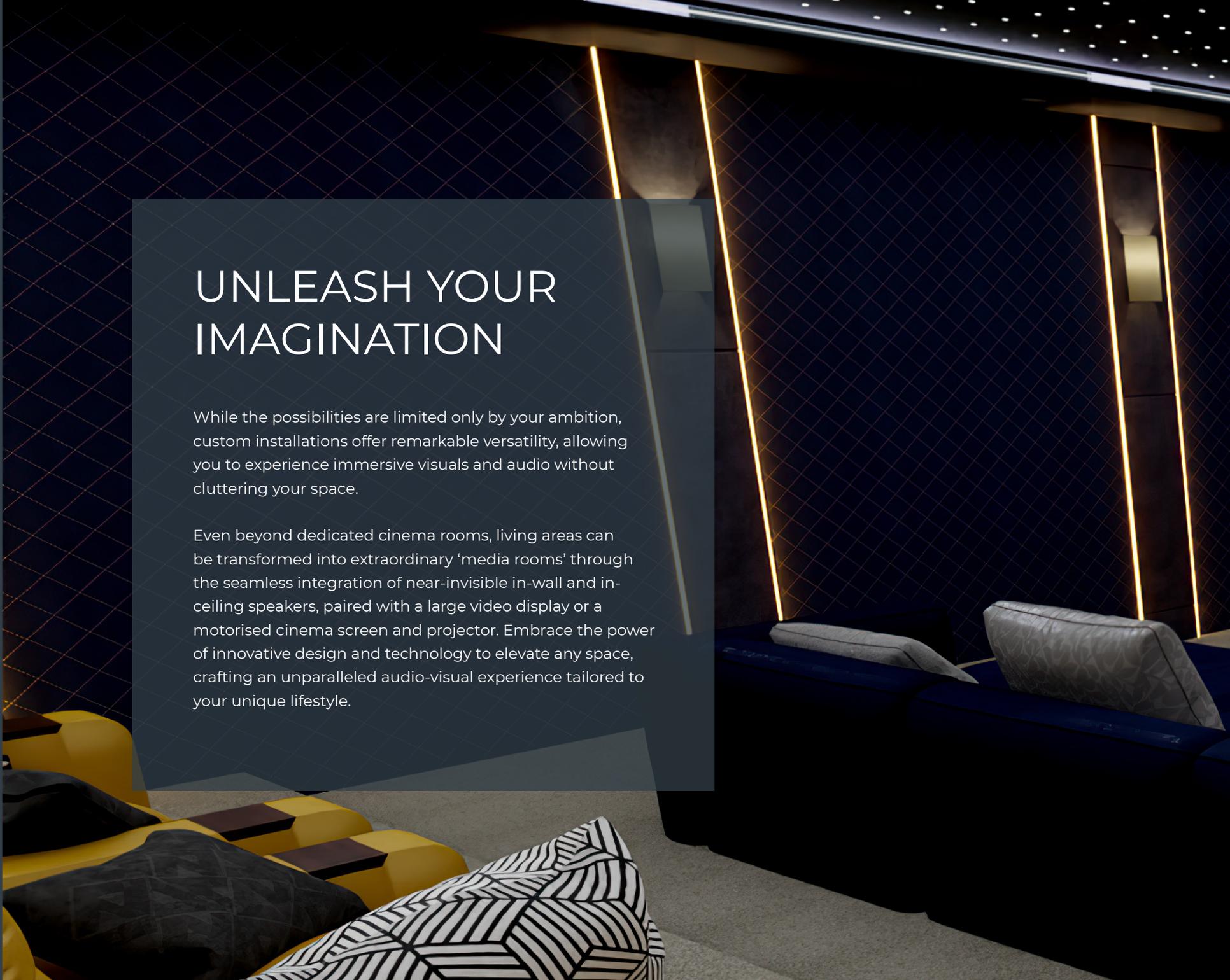
# CRAFTING THE ULTIMATE EXPERIENCE

The quintessential home cinema experience is brought to life by skillfully combining a dedicated projection screen and projector with a multi-channel surround sound system. This configuration creates an enveloping sound stage, featuring a minimum of five strategically placed speakers (complemented by subwoofer support) throughout the room.

Your custom installer may further enhance the immersive experience with expertly designed acoustic treatments that refine and focus the surround effect. Complemented by luxurious home cinema seating, this fusion of elements culminates in an enchanting atmosphere that invites complete immersion in the world of cinematic magic.







# UNLEASH YOUR IMAGINATION

While the possibilities are limited only by your ambition, custom installations offer remarkable versatility, allowing you to experience immersive visuals and audio without cluttering your space.

Even beyond dedicated cinema rooms, living areas can be transformed into extraordinary 'media rooms' through the seamless integration of near-invisible in-wall and in-ceiling speakers, paired with a large video display or a motorised cinema screen and projector. Embrace the power of innovative design and technology to elevate any space, crafting an unparalleled audio-visual experience tailored to your unique lifestyle.



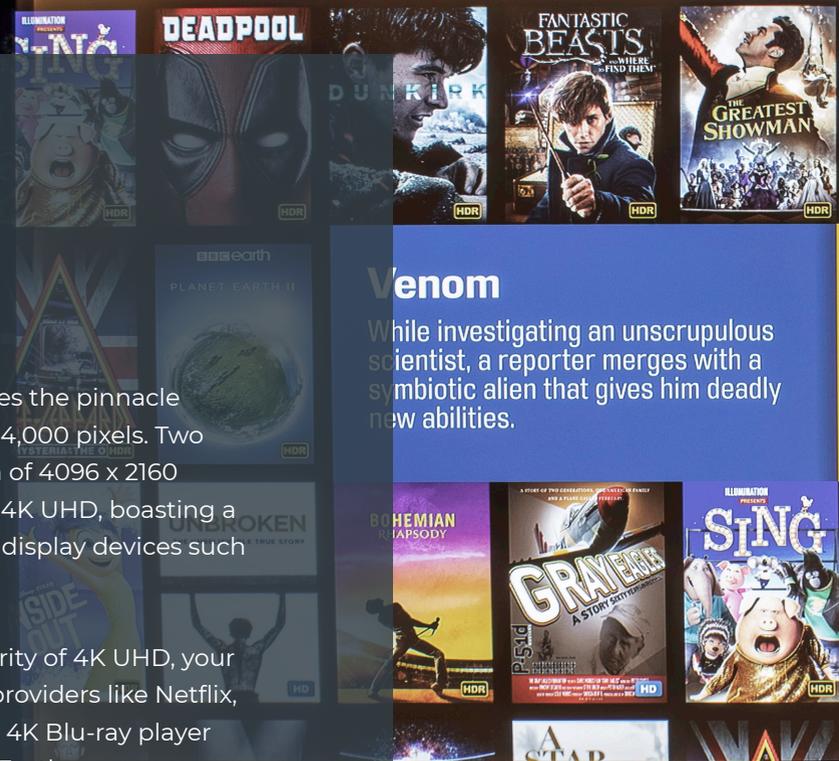
# EXPERIENCE UNRIVALED VISUALS

You've likely encountered the term 4K resolution, which signifies the pinnacle of picture quality with a horizontal resolution of approximately 4,000 pixels. Two primary 4K resolution standards exist: DCI 4K, with a resolution of 4096 x 2160 pixels, is employed within the video production industry, while 4K UHD, boasting a resolution of 3840 x 2160 pixels, is primarily used for residential display devices such as projectors and TVs.

To ensure that you fully appreciate the stunning colour and clarity of 4K UHD, your installer will recommend the latest 4K Ultra HD services from providers like Netflix, Amazon Prime, or SkyQ. For avid collectors of physical media, a 4K Blu-ray player will deliver the most exceptional audio-visual quality available. Furthermore, your installer will confirm that your projector or display is equipped with the latest HDMI 2.0 (or forthcoming HDMI 2.1) standards, supporting High Dynamic Range (HDR) capabilities for a truly immersive visual experience.

## Venom

While investigating an unscrupulous scientist, a reporter merges with a symbiotic alien that gives him deadly new abilities.





HDR on



HDR off





# ENCOUNTER THE POWER OF HDR

High Dynamic Range (HDR) is heralded as the next significant advancement in technology beyond 4K, providing images with enhanced contrast between the lightest and darkest areas, resulting in more life-like detail and texture.

To achieve this, HDR devices boast increased brightness, often exceeding 1000 nits\* (compared to 100-300 nits for standard TVs), and offer a broader color gamut with 10-bit color, which translates to 1 billion potential colors per pixel.

\*A 'Nit' is a standardized measure of the light emitted by a display and received by your eyes, essentially quantifying luminous intensity.

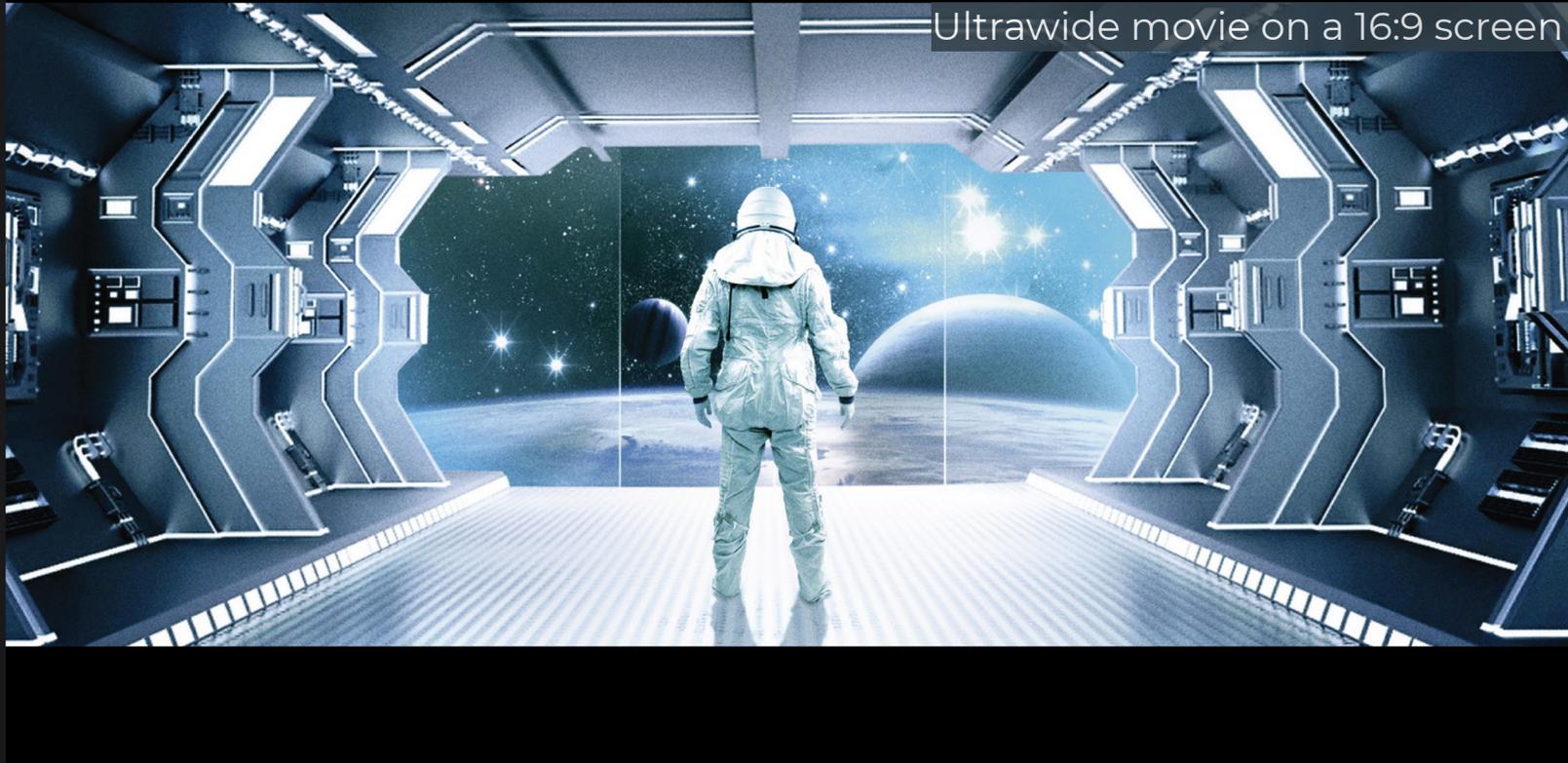
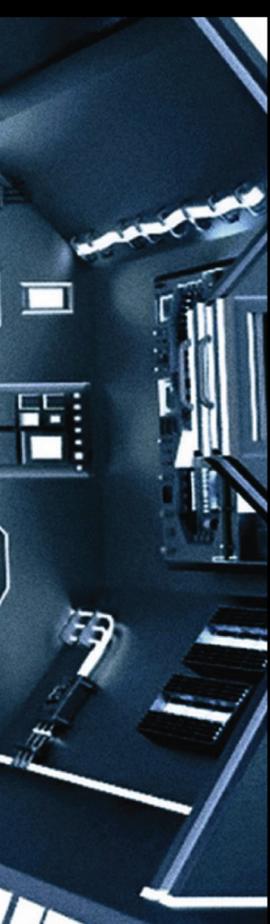




Ultrawide movie on ultrawide screen with an anamorphic lens

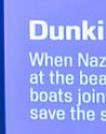
## EMBRACING ULTRA-WIDE LENSES AND SCREENS

The original Ultra-Wide aspect ratio, featured in at least 70% of all new film releases, is considerably wider than the standard 16:9 (1.78:1) ratio of 4K/UHDTV and HDTV standards. Consequently, viewing Ultra-Wide content on a 16:9 screen requires 'letterboxing' with two black bars, effectively reducing the performance to only 3K on a 16:9 4K UHD display.

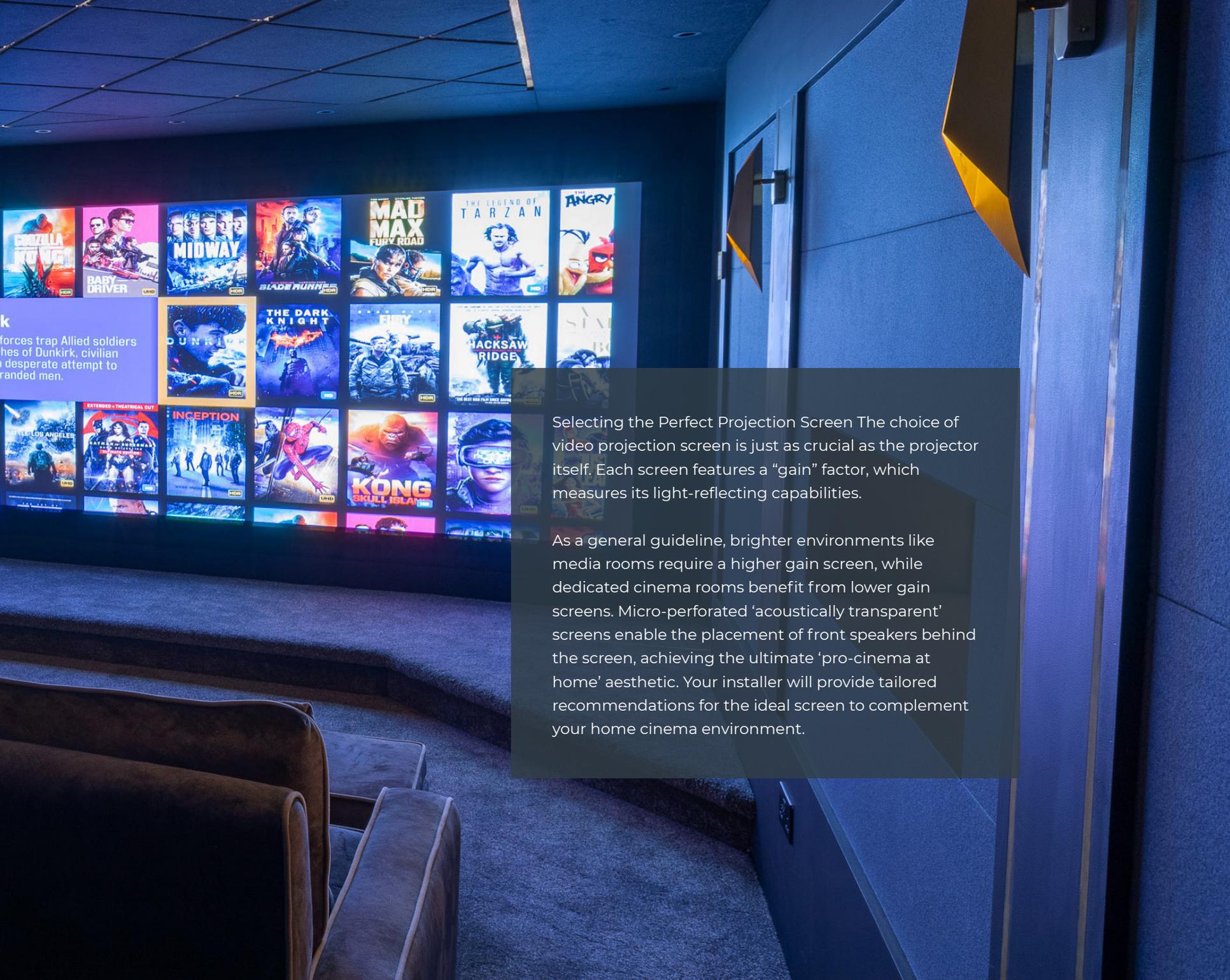


Fortunately, most leading projector models can be adapted to the full cinema Ultra-Wide 2.4:1 aspect ratio by adding an ultra-wide lens. This modification unveils the authentic colors, tones, detail, and drama of the original production picture, while maximizing the HDR light output and definition from the projector, thus providing an unparalleled cinematic experience.



 DUNKIRK LINO	 GRAN TURISMO SPORT LINO
 DUNKIRK LINO	 GRAN TURISMO SPORT LINO
 DUNKIRK LINO	 GRAN TURISMO SPORT LINO

**Dunkirk**  
When Nazi  
at the beach  
boats join a  
save the st



k  
forces trap Allied soldiers  
besides of Dunkirk, civilian  
desperate attempt to  
landed men.



Selecting the Perfect Projection Screen The choice of video projection screen is just as crucial as the projector itself. Each screen features a “gain” factor, which measures its light-reflecting capabilities.

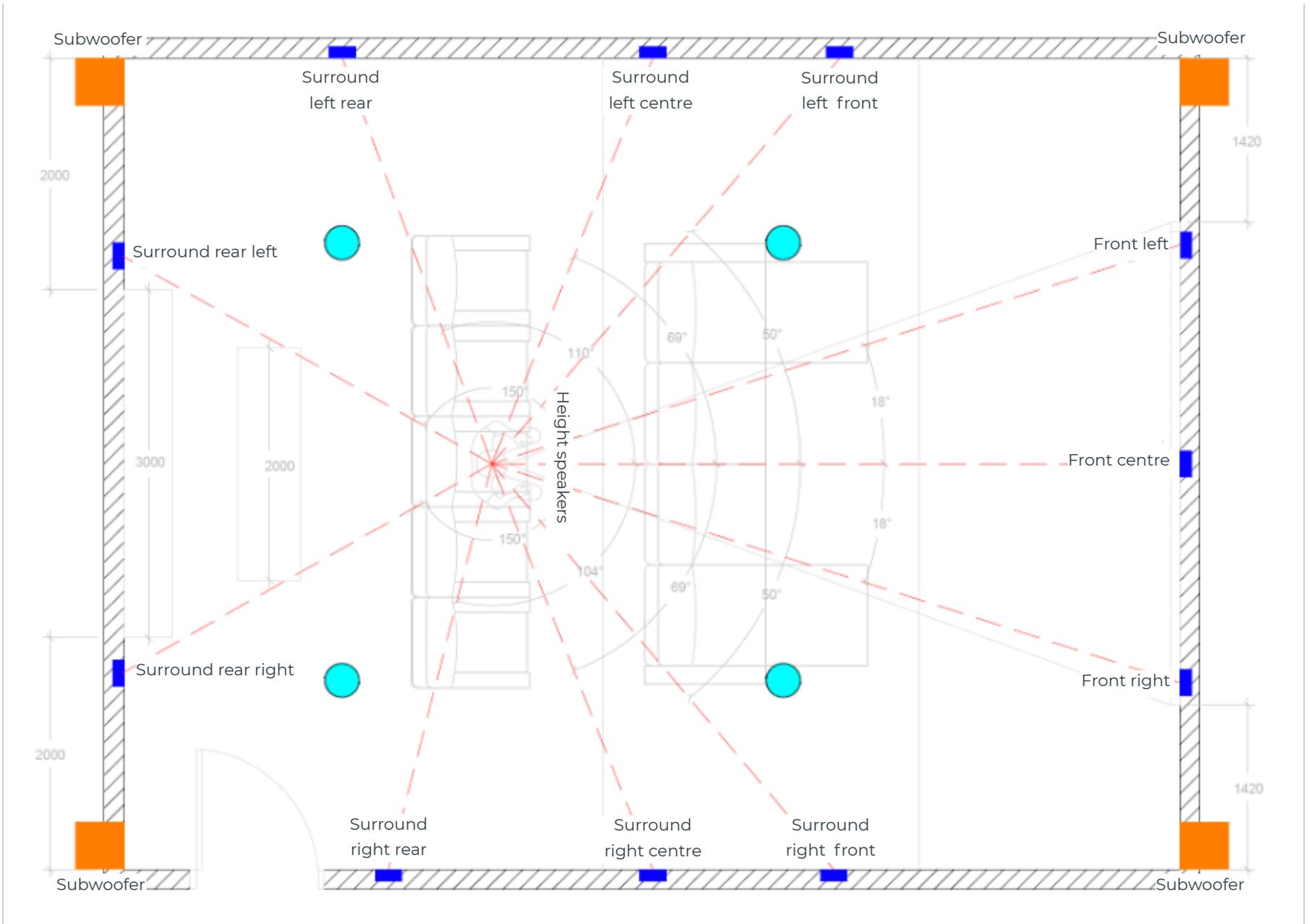
As a general guideline, brighter environments like media rooms require a higher gain screen, while dedicated cinema rooms benefit from lower gain screens. Micro-perforated ‘acoustically transparent’ screens enable the placement of front speakers behind the screen, achieving the ultimate ‘pro-cinema at home’ aesthetic. Your installer will provide tailored recommendations for the ideal screen to complement your home cinema environment.

# THE SYMPHONY OF IMMERSIVE AUDIO

A home cinema sound system, akin to those found in commercial theaters, artfully integrates three speakers positioned around or behind the screen, conveying left, center, and right channel audio in harmony with the original multi-channel film mix. These are accompanied by two surround speakers, delivering an enveloping ambiance, and a subwoofer to manage bass or Low-Frequency Effects (LFE) channel. This configuration, known as 5.1 (five full-range channels and a single bass channel), is characteristic of sound formats such as Dolby Digital and DTS.

Advanced iterations of these formats, including Dolby TrueHD and DTS-HD Master Audio, expand the surround sound to four distinct channels, introducing side speakers to form a 7.1 configuration. The cutting-edge 'object-based' surround sound formats, such as Dolby Atmos, Auro-3D, and DTS:X Pro, incorporate overhead audio, additional side channels, and a pair of front wide speakers, offering up to 35 audio channels for an unparalleled immersive experience.

For those with budget or space constraints, the advent of eARC (enhanced Audio Return Channel) technology in modern TVs and soundbars provides a taste of the object-based surround experience, even in the most modest media room setups.





**The Greatest Showman**  
Starting with nothing but his vivid imagination, P.T. Barnum creates a traveling show encompassing theater, acrobatics, and amusement.

WHPLASH

THE STRONGHOLD

MAD

JACKSON RHOADES

SING



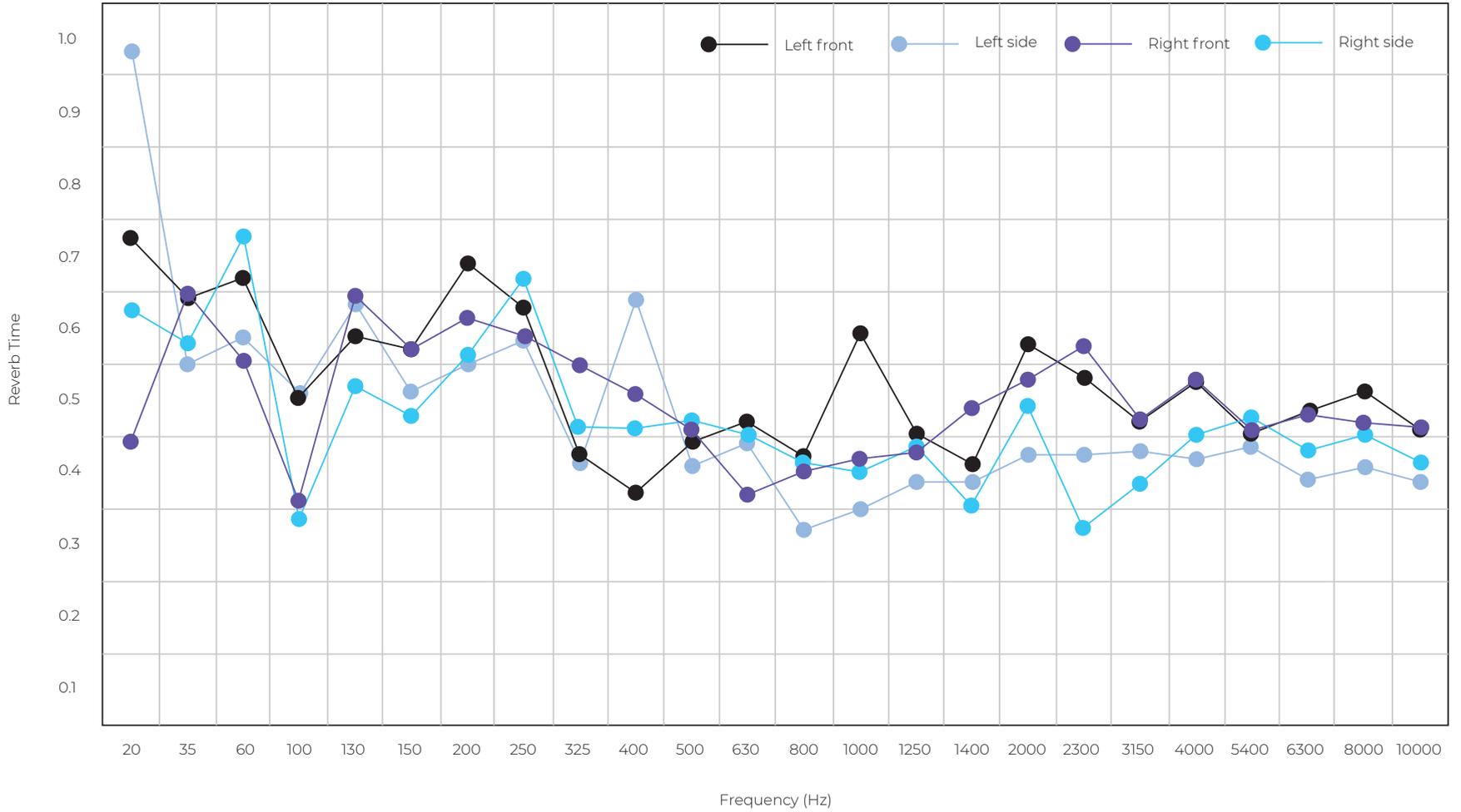


# MASTERING THE ACOUSTIC LANDSCAPE

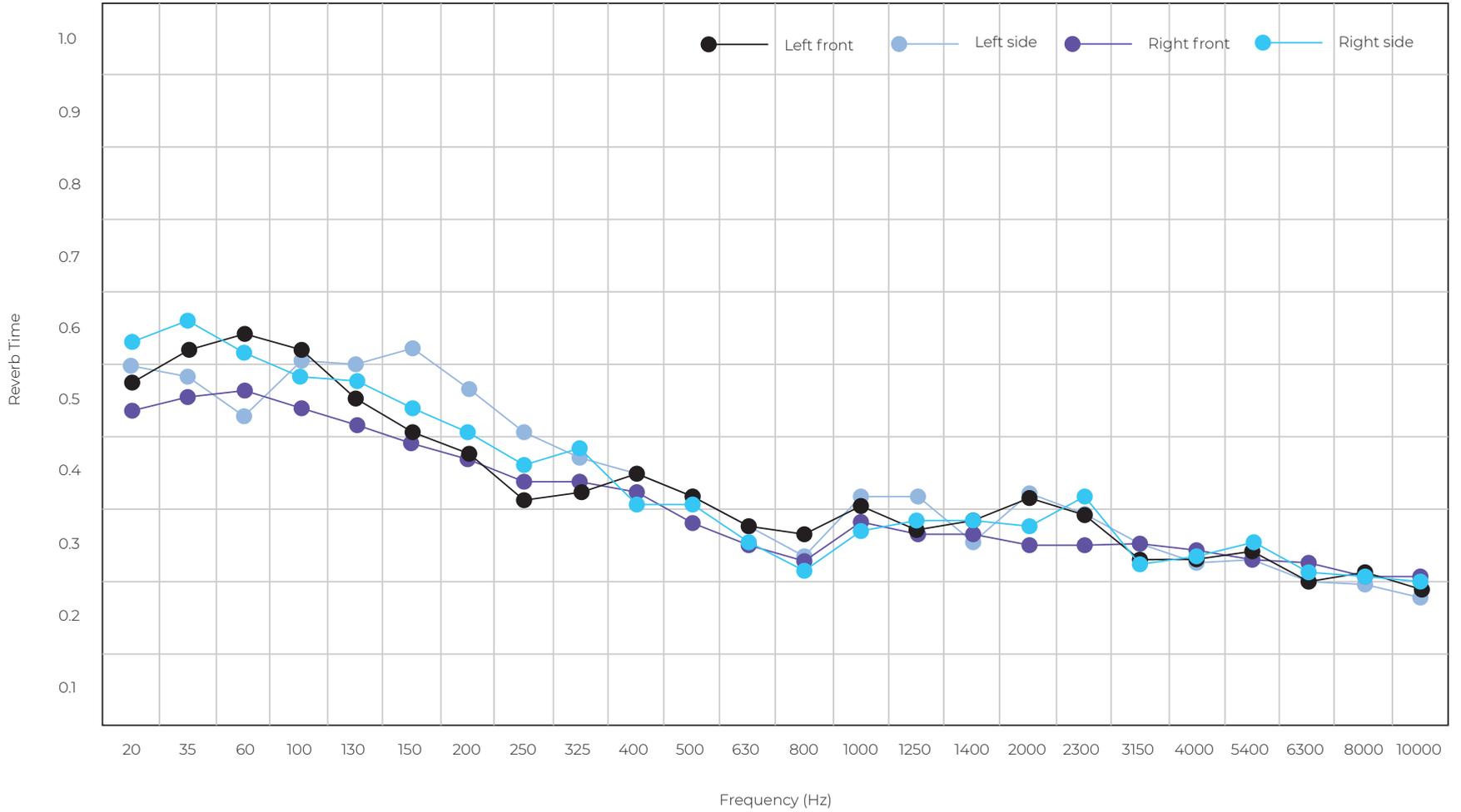
The key to optimizing audio performance in your home cinema is an aspect frequently underestimated. For years, home cinema design has concentrated on power specifications and image processing, neglecting the undeniable truth: the room itself is the ultimate sound processor. When George Lucas revolutionized movie theater sound with the release of the third Star Wars film, 'The Return of the Jedi,' his THX enhancements incorporated acoustic treatments to minimize 'reverberation' in the auditoriums.

Excessive audio reflections from room surfaces can muddle the sound and diminish its potent immersive effects. Therefore, it comes as no surprise that the most exceptional home cinemas integrate tried-and-true acoustic technology, custom-tailored to achieve the optimal balance of sound within the given space.

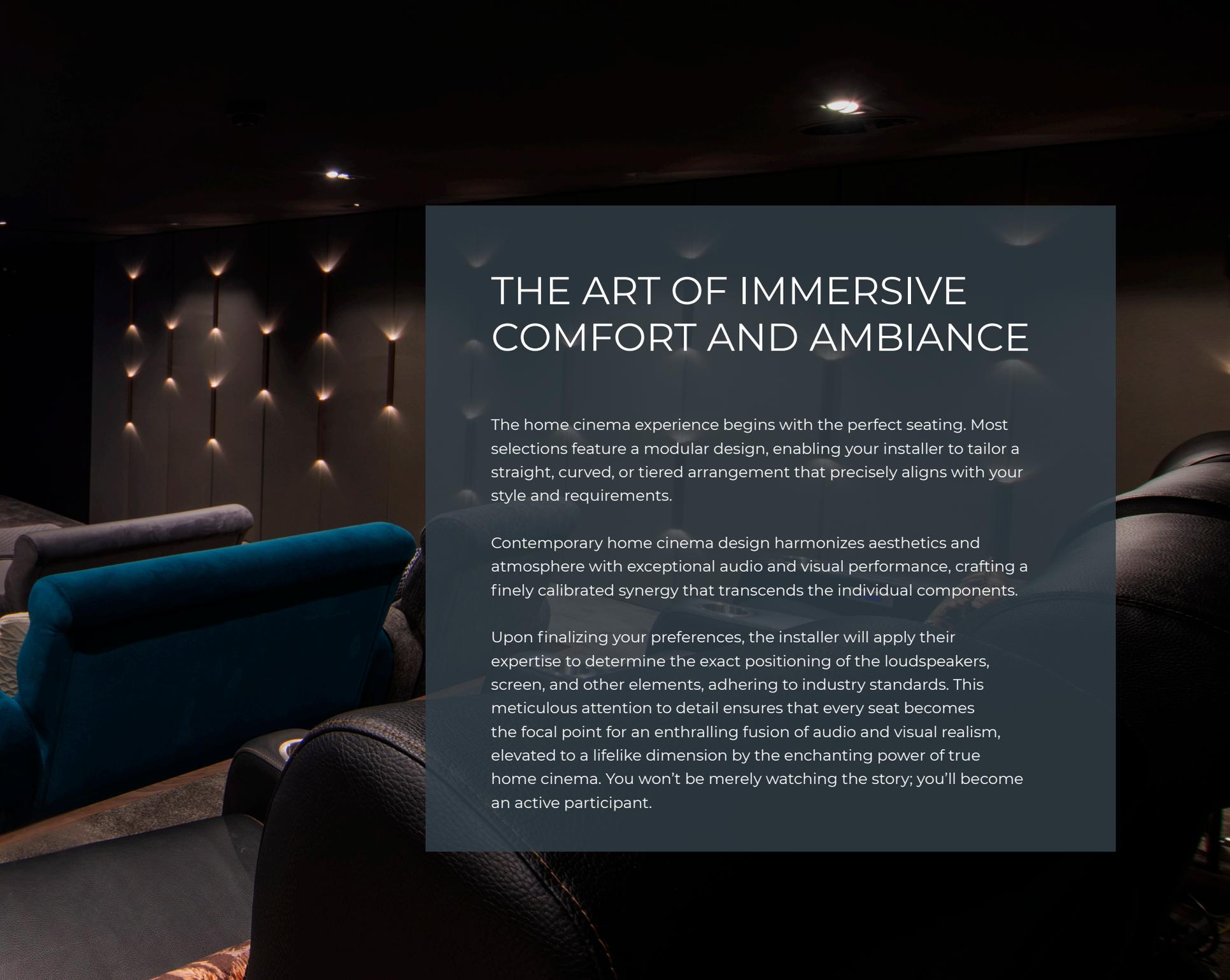
# Auditorium - No Treatments



# Auditorium - With Treatments







## THE ART OF IMMERSIVE COMFORT AND AMBIANCE

The home cinema experience begins with the perfect seating. Most selections feature a modular design, enabling your installer to tailor a straight, curved, or tiered arrangement that precisely aligns with your style and requirements.

Contemporary home cinema design harmonizes aesthetics and atmosphere with exceptional audio and visual performance, crafting a finely calibrated synergy that transcends the individual components.

Upon finalizing your preferences, the installer will apply their expertise to determine the exact positioning of the loudspeakers, screen, and other elements, adhering to industry standards. This meticulous attention to detail ensures that every seat becomes the focal point for an enthralling fusion of audio and visual realism, elevated to a lifelike dimension by the enchanting power of true home cinema. You won't be merely watching the story; you'll become an active participant.

# MEDIA ROOM 5.1

Everyday living space can become the stage for jaw-dropping drama at the touch of a button. This super discreet system of in-wall and ceiling speakers, compact electronics and (usually) motorised projection screen forms part of the room design until the moment the family gathers for the unmissable immersive journey of high-end AV. Games, sports and movies are transformed. Leave the ordinary for the extraordinary: just press play.

M90 low profile centre

M70 low profile left and right channel

M40T low profile Tripole surrounds

V+ series high performance subwoofer

Arcam AVR11 12 channel AV receiver

Samsung QN90 Neo QLED 75"

**£9,299 MSRP ex VAT**

Excluding professional services/installation









## SMALL CINEMA ROOM 5.2.2

The small cinema room creates a sense of exclusivity, allowing you to indulge in your favorite movies, TV shows, or gaming adventures without any interruptions. It's a private sanctuary where you can share unforgettable moments with loved ones or find solace in your own cinematic oasis.

IW950 in wall left, centre, right channel

IW95 in wall surrounds

IC95 in ceiling swivel tweeter Atmos speakers

V+ series high performance subwoofers

Arcam AVR21 16 channel receiver

JVC DLA-NP5 Projector

Projecta 108" diagonal 16:9 acoustic transparent fixed frame screen

**£20,775 MSRP ex VAT**

Excluding professional services/installation

# MEDIUM CINEMA ROOM 7.2.2

Step beyond the media room into a dedicated and discreet cinema environment, finetuned by expert installers to bring the movie, game or sporting event to life around you. The beating heart of this system is the life-like three-dimensional soundstage created by as many as ten channels of dynamic surround sound, including overhead speakers. Magically, family and friends become part of the action. Like being there, for real.

IW150 in wall left, centre, right channel  
IW150T Tripole in wall side surrounds  
IW150A in wall rear surrounds  
X+ series high performance subwoofers  
Arcam AVR31 16 channel AV receiver  
JVC DLA-NZ7 8K e-shift projector  
Projecta 126" diagonal 16:9 acoustic transparent fixed frame screen

**£37,462 MSRP ex VAT**

Excluding professional services/installation









# LARGE CINEMA ROOM 7.4.4

Experience the ultimate home cinema with state-of-the-art sound and picture. Enjoy stunning 4K HDR video and immersive 3D audio that surpasses even the best commercial cinemas. It's uniquely yours.

IW300 in wall left, centre, right channel

IW150T Tripole in wall side surrounds

IW150A in wall rear surrounds

X+ series high performance dual driver active subwoofers

Arcam AV41 16 channel AV processor

Arcam PA720 7 channel power amp

Arcam PA410 4 channel power amp

JVC DLA-NZ7 8K e-shift projector

Panamorph DCR-J1 anamorphic lens

Projecta 149" diagonal 2.39:1 acoustic transparent fixed frame screen

**£59,055 MSRP ex VAT**

Excluding professional services/installation



**PROMEDIA**  
SOLUTIONS

CONTACT US

[info@promediasolutions.co.uk](mailto:info@promediasolutions.co.uk) +44(0)3455 051760