


A 'Super' Home Theatre!

Using optical screens for business and entertainment purposes in large enterprises and executive spaces has become more or less common, particularly in the advanced markets of Europe. However, using such a sophisticated display device for home entertainment is something very novel- which is, probably, why a home theatre install that used optical screen has been chosen for a prestigious recognition.

A home theatre in Hyderabad-India, designed by local provider of integrated AV solutions, The Sound Room had been chosen as 'Installation of the Month,' for July 2007 by DNP's Supernova One Screen. SS explores why and how!

It's a 'cinema-house!' A home theatre of a different kind! Unlike the conventional ones that are built with dark ambiances, sometimes in an inner most recess, this one is visibly 'open' in that it is exposed to a high degree of natural light. Yet it provides an unmatched cinematic ambience with the image appearing as bright as one in a dark space does.

The Sound Room, a Hyderabad-based provider of integrated audio-visual solutions, designed a home theatre that apparently stands apart from many home cinemas.



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When Shyam Prasad Reddy, a Hyderabad-based top-notch realtor decided to install a home theatre system in his entertainment room located on the first floor, opening out onto the terrace, it was a challenge

as well as a great opportunity for the designer-integrator to bring their expertise on demo. For, the space, by virtue of its location itself, is well-illuminated with the glass-dominated décor of French doors and windows - with an opening into the terrace - allowing a great amount of natural light. The interiors are characterised by straight lined-patterns, and French furniture from Italy, sporting a rare elegance.

The wanted a well-defined, high-end home cinema system that would also sync well with the interiors. Most importantly, he wanted the integration to allow watching movies in broad daylight conditions. It was to have a minimalist look yet yield maximum result.

"The main challenge was to be able to provide a home theatre system that could be viewed in ambient light and provide high quality experience," says

The Super Home Cinema

- Screen: 100" DNP Supernova One Screen
- Projection: SIM2 Grand Cinema HT EVO 305E
- Speakers: Dali
- Client: Shyam Prasad Reddy, Hyderabad
- Installer: The Sound Room, Hyderabad

Jaleel H. Sabir, chief of The Sound Room. "In normal conditions we use high quality screens in controlled or shaded conditions to get the contrast and depth in video," he says, adding, "in this case, The Sound

Room needed a screen that would provide high picture quality in daylight conditions."

That the architect's design was already in place and could not be disturbed, it posed other challenges as well.

- Wiring for the install turned complicated
- Imparting right acoustics became a big task
- Choosing best angle for placement of screen turned problematic. The architect's design left no other place except the wall adjacent to a large window and opposite to glass terrace doors that allowed bright day light directly on to the screen
- Choosing right audio system also turned challenging as the speakers and subwoofers had to blend with the interiors which meant they had to be elegantly sleek yet of high quality



The Sound Room Design-self explanatory!

- Projector had to be a good one too, both in body and performance since it was exposed and needed to throw images in day light

In the given scenario, the integrator had to act intelligently in choosing a configuration that gelled well with the ambience. Since display device selection was most critical in the entire configuration, the integrator defined the display source as the central part and weaved the entire system around it.

The Sound Room chose the 100-inch Supernova One screen from DNP - first such choice in India - apparently for its breakthrough optical screen technology. Claimed to be the world's first front projection screen to break the 15:1 contrast ratio barrier, the unique technology of the device enables it show clear images even in high brightness environments. According to the Sound Room chief, the user does not have to darken the space to view images on this screen since the device self-adjusts to the ambient light and projects crisp and clear images. The patented high-contrast filters absorb the ambient light making the images on the screen clearly visible.

The integrator lists the features of the Supernova One:

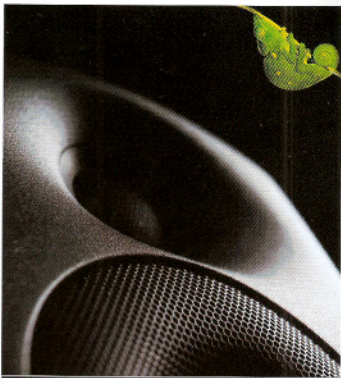
- It has optical front projection
- It enhances contrast by 10 times
- It projects image twice as brighter compared to conventional ones
- It prevents strain on eye
- It is compatible with all LCD, DLP, and LCOS projectors
- It comes with an active high-contrast filter

"Conventional front screens reflect ambient light as much as projector light, creating poor contrast levels and causing eye strain and poor viewing experience," explains Jaleel, "DNP Supernova then naturally became our obvious choice. It combines superior image quality of optical rear projection with the front screen's minimal space requirements and ease of installation."

A seemingly high-precision screen needed an equally high-precision projector. The Sound Room chose the SIM2 Grand Cinema HT 305E front projector from Italy counting on its high quality performance and classy looks that complemented the screen, the speakers and the décor.

"We chose Dali speakers from Denmark," explains Jaleel, "out of several models considered, the Danish

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speakers appeared to be complementing both the décor and high quality requirements." According to him, the styling of the speakers had to be sleek and not take up too much space which was why several options and models were examined."

The integrator cleverly brought in subwoofers that are of wall hanging type, and thereby added to the aesthetic appeal of the overall design.

Having chosen a high-performance sound and projection configuration, the task was to cable it up in a manner it complements both the décor of the space and performance of the system. Towards meeting this requirement, a classy moveable rack was created beside the screen where all the cables were terminated. The sleek and stylish rack is so designed that it complements the trendy design of the room, and all the gadgets in it without taking up too much space. The work was executed by the architect's in-house electrical team in consultation with the AV integrator.

The entire setting, exquisite and unique in its own right, cost the owner an amount of Rs 30 lakh.

Designing unique home theatres may not be an uncommon phenomenon since there have been some grandest showcases of home theatres, of late, in the country. However, a home theatre with high-



precision front projection screen that delivers high performance even in daylight is claimed to a rare visual delight- which was why the work was chosen as the 'Installation of the Month,' for July 2007 by DNP Supernova Screens.

Having been a longtime partner of the DNP, Sound Room brought in the unique optic device that has specifically designed for high-brightness environments. The Supernova screen is a breakthrough innovation from the Danish optics major Dai Nippon Printing Co. Ltd. - popularly called DNP - which claims as much as 65 per cent market share in worldwide display device market.

'Maximum result with minimalist look,' was what was aimed at and accomplished, says the Sound Room chief. For the owner of the space, 'it was more than he expected,' vouches the consultant-integrator.

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