Demo Theater - Innovative Home Media (IHM)

Innovative Home Media, member of DP’s elite 2011 Reference Showroom Dealer group, recently completed a fully 3D-capable high-end demo theater in Baton Rouge, LA.

No ordinary theater by any stretch of the imagination, IHM’s demo theater came to fruition while Prather Warren, owner of IHM, was visiting the 2009 CEDIA Expo in Atlanta, Georgia. Knowing that he needed an impressive demo theater to take his business to another level, Warren agreed to purchase most of Triad’s CinemaPlus demo theater as a package once the Expo wrapped. Armed with an 18-wheeler and the assistance of a dozen people working for two days, the demo theater was dismantled piece by piece, loaded into the truck, driven to Louisiana, and reassembled in a brand-new separate wing of Prather’s home.

Incorporating PMI’s 2.0 video projection solution, an Stewart Filmscreen’s Director’s Choice 2.0 160” wide 4-way masking screen was coupled with Digital Projection’s TITAN 1080p Dual 3D projector.

The final audio system consists of CinemaPlus versions of Triad’s Platinum LCR Baffle Walls, six Gold surrounds, and twelve 12”, 500-watt Silver DSP subs. The Parasound Halo amplifiers deliver over 12,000 watts, capable of attaining peaks that exceeded 113 dB. However, sound levels outside the room are literally inaudible.

Projector Used

• TITAN 1080p Dual 3D

Feedback from the Client

“This really demonstrates how important it is to professionally design a room. When combining science and great equipment, it’s possible to create terrific custom theaters in a wide range of budgets and needs, and not just at the upper end.” – Prather Warren, owner of IHM

TITAN 1080p Dual 3D

Key Features:

• 3 chip DLP with 10,000 Lumens / 2000:1 Contrast
• Unmatched imagery for large to massive screens
• More than ample brightness for any 3D content

We would like to thank Innovative Home Media (www.ihmllc.net) for the use of images and content in this case study.