Home Sweet Show Home, and Dream Home Theater

When customers go to a showroom, they don't want to walk through and see a setting that doesn't seem comfortable. A person wants that space to mimic their own home—or at least their dream home. Echo Systems has created that dream home and turned it into a 10,000-square-foot demo.

Located in Omaha, NE, the $2.5 million project includes a state-of-the-art entry space, complete with slick, black slate floors and a slate reception area, granite countertops, a starfield ceiling, and a stone wall with a Planar mosaic video wall displaying the company’s name. The actual tour begins at the front door of the home, with a connected doorbell, intercom, and camera system. Once customers cross through the entryway, there’s a high-tech kitchen area, living room, study, bar, bedroom, and even a bathroom. It also has dueling AV spaces, with an entertainment room and a dedicated home theater. Clients can walk through any and all of the rooms, whether it’s to gather ideas or just stand in awe of how technology can be beautifully incorporated into a home.

The room’s crowning jewel is definitely Digital Projection’s Insight 4K Dual-LED, a 3-chip DLP projector that can deliver a crystal-clear 4096 x 2160 resolution with combined LED illuminators. That’s because it’s the one piece that’s cranking out eye-popping images with an expanded color gamut and better brightness—well beyond the REC 709 color standard. It also boasts 3,000 lumens, 3D support, flexibility, and a cool operation.

“It is very easy to lose yourself in the experience of the theater itself,” said John Palser, vice president of Echo Systems. “You may need to set a time limit for yourself before you begin the demo.”

Feedback from the Client

“It was really meant to give our clients a visual expression of what could be done,” said Doug Dushan, senior sales consultant and marketing coordinator at Echo Systems. “We really wanted this to be a place for inspiration, so that when people walked out they had multiple ideas across multiple platforms. And it’s really been successful on that front.”

INSIGHT 4K DUAL-LED

Key Features:
- Full 4K resolution - 4096 x 2160 - 25,000 ANSI Lumens
- 3 Chip DLP
- 2,000:1 contrast ratio
- Compact, lightweight 4K chassis

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