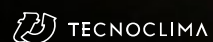




IMMERSIVE CINEMA EXPERIENCE



Installation by:



www.tecnoclimainstalaciones.com

TRUE CINEMA AT HOME



THE BEST OR NOTHING

ICE cinema is the ultimate expression of technology and design working together in harmony to deliver the most extreme and engaging entertainment experiences on the planet.

From the latest Oscar-winning movie to the most intimate concert recording, every moment in your ICE cinema is pure escapism.

ICE cinema, extraordinary entertainment systems, for extraordinary people.



360 SENSORY
ENVELOPMENT



ONE ROW
CLOSER



PERFECT
BASS



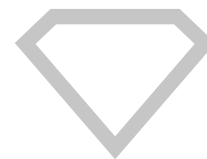
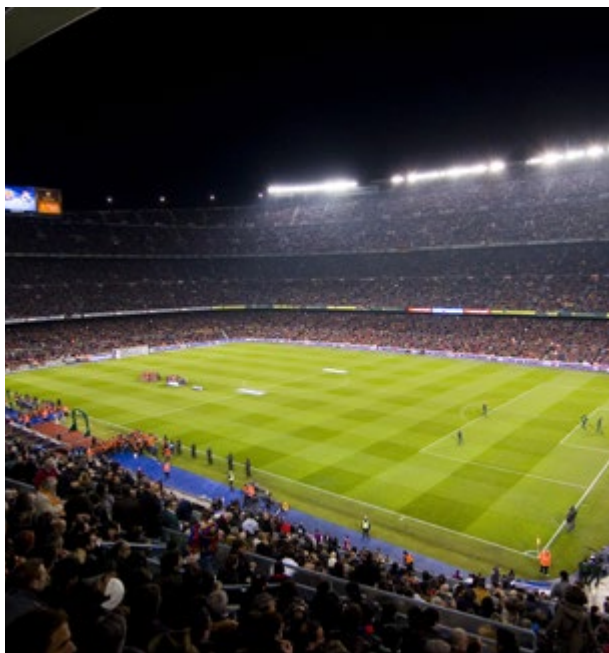
ULTRA
DYNAMICS



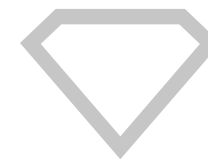
LATEST MOVIES



CONCERTS



SPORTS



LIVE TV

THE ULTIMATE EXPRESSION OF RESIDENTIAL CINEMA

Installation by:

smartcomm
Integrating technology with vision...
smartcomm.co.uk

THE ICE PROCESS



EXPERIENCE



CONTRACT



DRAWINGS



SITE VISIT



DESIGN



BUILD



DELIVER



SERVICE



SUSPENSION OF DISBELIEF



WHAT IS ICE



IMMERSIVE CINEMA EXPERIENCE

ICE cinema is a complete cinema system for the home delivered to you by hand-picked integration, cinema and design experts.

YOUR GUARANTEE OF QUALITY

Installation by:

jooiced...

custom sound and vision

www.jooiced.co.uk





LOOKING GOOD IS ONE THING,
AWESOME PERFORMANCE IS ANOTHER

Installation by:



TECNOCLIMA

www.tecnoclimainstalaciones.com

STEINWAY
LYNGDORF



AudioControl®

Artcoustic[®]



Installation by:
consexto
www.consexto.com





Installation by:
consexto
www.consexto.com



	Ultimate	Minimum
VIDEO		
Display	4K Laser Cinemascope 4K Laser Cinemascope	image H >= 1/3 distance @ prime seating position image H =< 1/2 distance @prime seating position
Geometry	image H >= 1/3 distance @ prime seating position image H =< 1/2 distance @prime seating position angle: eye & centre screen < 15 deg @ prime seating position angle: eye & top screen < 15 deg @ all seating positions angle: eye & bottom screen < 15 deg @ all seating positions aspect ratio: constant image height or constant image area	angle: eye & centre screen < 15 deg @ prime seating position aspect ratio: constant image height
Sightline	Unobstructed from all seats	Unobstructed from all seats
Brightness	27 ft Lambert (2D) brightness uniformity > 90% @ all seating positions	>18 ft Lambert (2D) brightness uniformity > 80% @ all seating positions
Colorimetry	matching source content	matching source content
Contrast	> 500:1 intra-screen (ANSI) > 2000:1 sequential (full black & white pattern)	> 300:1 intra-screen (ANSI) > 1200:1 sequential (full black & white pattern)
AUDIO		
Loudness	all speakers peak SPL >= 105 dB @ all seating position all subwoofers peak SPL >= 115 dB @ prime seating position	LCR peak SPL >= 105 dB @ prime seating position all subwoofers peak SPL >= 115 dB @ prime seating position
Dispersion	horizontal - uniform coverage to all seating positions vertical - uniform coverage to all seating positions	horizontal - uniform coverage to all seating positions vertical - uniform coverage to all seating positions
Number speakers	11.1 or greater 7.1 or greater	
Layout speakers	for 11.1 - Dolby ATMOS residential guidelines apply for higher than 11.1 - determined by capabilities of DSP system	ITU-R BS 775-3
Number of subwoofers	even number of subwoofers and >=4	even number of subwoofers and >=2
Layout subwoofers	maximise uniform frequency response	maximise uniform frequency response
ACOUSTICS		
Isolation	isolated from the rest of the property background noise < NC20 sound reduction >= 30dB	background noise < NC30
Process	needs a structured process based on established guidelines	needs a structured process based on established guidelines
Acoustics	treated for optimal sound address: resonance, reverberation and reflection	treated for optimal sound address: resonance, reverberation and reflection
Resonance	treated using diaphragmatic absorbers applied to room boundaries	
Reverberation	treated using kinetic absorbers applied to room boundaries	
Reflection	treated using scattering panels applied to the room boundaries	treated using scattering panels or absorption applied to the room boundaries
Decay time	Rettinger decay time + 20%	
CONTROL		
Interface	backlit remote and touch screen controlling all	backlit remote and touch screen controlling all
Video formats	1 button control adjust for source format	1 button control adjust for source format
Audio formats	list to control adjust for source format	list to control adjust for source format
LIGHTING		
Dimming	yes yes	
Circuits	>= 6 circuits >= 4 circuits	
Features lit	entrance, stairs, walls, ceiling	entrance, stairs, walls, ceiling
Scenes	movie,entry,sports,cleaning,pause,games	movie,entry,sports,cleaning,pause,games
BUILD		
Baffle wall	yes, speakers hidden yes, speakers hidden	speakers are not fixed to the structural wall
Side walls	speakers are not fixed to the structural wall	speakers are not fixed to the structural wall
Back wall	speakers are not fixed to the structural wall	speakers are not fixed to the structural wall
Floor	speakers are not fixed to the structural wall	speakers are not fixed to the structural wall
Ceiling	speakers are not fixed to the structural wall	speakers are not fixed to the structural wall
Door	acoustic door	
DESIGN		
Personalization	full custom unique design	personalization of a proven design concept
Treatment floor+walls+ceiling	choice and use of materials as a result of a holistic approach where form follows function	choice and use of materials as a result of a holistic approach where form follows function
EXTRA		
Testing	> 1000 hours in full configuration	> 1000 hours in full configuration
Documentation	full set of documentation	full set of documentation
Sources	DCI content, bluray/HD video server, hd settop box, gaming console	bluray/HD video server, hd settop box, gaming console
Form follows function	yes (first tech design spec, then aesthetical design & build spec)	yes (first tech design spec, then aesthetical design & build spec)



ICETM
IMMERSIVE CINEMA EXPERIENCE

EXCITE YOUR SENSES




IMMERSIVE CINEMA EXPERIENCE

YOU DESERVE THE BEST...
...NOTHING LESS

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