


HOME THEATRE...MY HOUSE?

YOU WILL NEVER WANT TO LEAVE

**ROBERT ALLEN MULTIMEDIA:
YOU WON'T WANT TO LEAVE HOME**



Robert Allen began his love affair with sound and performance early, perhaps it was the influence of his songwriter father and singer mother. From his acquisition of stereo equipment before he hit his teens, to recording jingles from the age of seven, his appreciation for the total experience, not just pictures, tone and decibels was developed. For the past 15 years he has been applying those sensitivities to create for his clients unique home environments that go beyond installation of media equipment. In their words "He has enhanced our home and our lives."

High praise indeed, but when you can create a mini performance center for kids, "float" a screen to create just the right workings for the room or create a custom Italianesque theatre all in concert with the client's unique living design, well, you then have a home you simply do not want to leave.

What's the difference? It's all in the design – the specialized design – windows, molding, cabinets, seats, curtains, lighting – and the attention to personal detail. That's what makes Robert Allen's approach unique.

There are so many options to choose from and, happily, that can accommodate a shoestring to a sky's the limit budget.

At the high end is a home that is fully integrated – lights, cameras, heating and cooling, computers, security and entertainment, all operating with the convenience of a touch screen. For some

it's taking advantage of that new high definition television set with its incredible sound and picture. Others want that theater experience on their boat.

That's why taking time with the client is so critical.





THINGS THAT ARE "HOT" NOW:

Mass storage/retrieval systems for music and video.

Outdoor environments.

Design alternatives for the "big screen" – making your spouse happy.



THINGS HOMEOWNERS NEED TO THINK ABOUT:

New Home Multimedia Design Considerations

1. **Level of integration.** At the more elaborate end you'll find integration of lights, security, phone, audio, video, computers, and even heating and cooling. The most common is integration with audio, video and lighting.
2. **User interface.** Most people today feel a little overwhelmed with their media equipment, remotes, what goes on with what, etc. The user interface makes the use of the system very intuitive and hassle free. The more elaborate user interfaces can pull up cover art with the music playing, show video on the screen and display options in the way the particular owner wants to see them.
3. **Coverage in the house.** This refers to the rooms in the house that will offer music/television. Most common is to make sure the living areas and master rooms are covered. Guest rooms, laundry rooms, utility rooms are often times not covered. This also addresses what kinds of options will be offered in each room. It is common to only put in volume controls in some rooms, while full control in others.





4. Coverage outside the house. Since many times outside spaces function as other rooms of the house there is special attention paid to speaker types, placement of speakers, wires and even televisions in areas such as barbecue pits, pools, saunas, decks and gardens.

5. Equipment quality and sophistication. This typically will vary even in one home depending on the level of use of the room. Kitchens, for instance, surprisingly see better quality speakers and televisions since they are in constant use. Dining rooms, on the other hand, typically require less sophistication and quality since they are usually used as background to quieter conversation. Some rooms, bathrooms as an example, due to their acoustical properties don't require larger, more powerful speakers.

6. Media rooms and theatres. These can be big cost drivers due to the number of components and level of sophistication involved. Typically satellite receivers, AM/FM tuners, center, side and rear speakers, amplifiers, DVD, CD, VCR screens, and projectors are considered/implemented. Couples usually have strong (and many times different) opinions on this topic.

7. In-wall vs. free standing speakers. Many times people would like their speakers concealed in the room. There may be a room or two where listening to great music would be best supported through the bigger, more visible speakers. The best way to determine this is to listen to sample speakers and decide the level of appreciation to the sound.

8. Location of equipment. A very important design consideration is less about the economics of the system and more about making sure the investment is well housed and accessible.

Perhaps the most important thing in all of this is focusing on making it simple to use. Having all this power isn't any good unless you know how to harness it. Intuitive remotes, user friendly touch screens, cheat sheets and one on one hand holding can all be employed as necessary, to make sure those using the system feel in control. Robert Allen Multimedia does not leave you until you are completely in control of your controls.

KIM KELLY



ROBERT ALLEN MULTIMEDIA WOULD BE HAPPY TO TALK TO YOU ABOUT ENHANCING YOUR OWN LOVE AFFAIR WITH THE SIGHTS, SOUNDS AND PERFORMANCE FOR YOUR HOME.

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