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Press Release

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ACOUSTIC ROOM SYSTEMS SHOWCASES UNIQUE AND SAFE HOME THEATER SOUND ENHANCEMENT

CEDIA EXPO 2003, INDIANAPOLIS, SEPT. 5, 2003 — CinemaTech's Acoustic Room Systems, a specialist in the design and installation of superior acoustic treatments for Home Theaters, recording studios, media and conference rooms, showcases its unique acoustical room treatment system at CEDIA EXPO 2003, beginning today in Indianapolis.

CinemaTech's Acoustic Room Systems' custom treatments maximize the performance of multi-channel and two-channel audio systems in Home Theaters and other residential areas, enabling customers to experience sound and music exactly as it was meant to be heard — without the ever-present interaction of the room.

Equally important, its room systems meet or exceed all fire code requirements for both residential and commercial installations, including those in Las Vegas, which has some of the country's most stringent fire codes.

CinemaTech's Acoustic Room Systems' unique site-specific approach improves audio performance by enhancing the room itself. CinemaTech's ARS technicians evaluate room configuration, dimensions, construction, furniture styles and placement — anything that might prevent discerning listeners from experiencing the ultimate in sound clarity and richness. Each of its meticulously executed systems gives custom installers, dealers and consumers alike a new level of confidence in the value and effectiveness of acoustic treatments.

With offices in Addison, TX, CinemaTech's Acoustic Room Systems serves as the sole nationwide distributor and installer to the Home Theater market of SelectSound™ products, an innovative audio enhancement system created and manufactured by Owens Corning.

Combining and applying SelectSound products with unmatched expertise, CinemaTech's Acoustic Room Systems employs advanced proprietary computer modeling to meet the acoustic needs of each individual site, starting with a model for each room based on the preferences of its owner and the characteristics of the room's electronics, speakers and furniture.

The CinemaTech ARS system employs four principal elements:

- SelectSound Reversible Acoustic Panels. Patented and featuring both soft and hard surfaces, the panels' strategic placement in a room forms the heart of the system. One side of each Acoustic Panel is a low-frequency absorber that also reflects mid- to high-range frequencies, while the other side absorbs mid- to high-range frequencies.
- SelectSound Diffusive Panels. Crafted of molded plastic, the Diffusive Panels are meticulously designed to fit seamlessly with the Acoustic Panels to provide excellent diffusion — acoustically enlivening a space by improving overall imaging, and allowing clients to enjoy music and sound across the entire frequency spectrum.
- SelectSound Fabrics. An exceptionally broad collection that includes more than 400 colors and styles, all tested acoustically and for fire-resistance.
- SelectSound Fabric Retainers. These hold a system's fabric securely in place, permanently or until the client decides a decorating change is needed. Should this occur, the retainers enable quick and easy modifications to the fabric array. They can also be used as a chase for low-voltage wiring.

Employing these elements, CinemaTech's Acoustic Room Systems creates for each installation a tunable, full-bandwidth treatment system featuring absorption capabilities down to 100Hz — a level unsurpassed in the industry in systems using 1-1/4-inch thick panels — and diffusion performance as low as 800Hz.

As recent fire tragedies make clear, attention to fire safety in the use of building materials and demand for premium fire-rated acoustic products are both likely to increase. The ARS system is already fire-rated as a “Class A” Composite, incorporating all its component products.

Currently, it is the only full-coverage acoustic treatment for walls that has had all its individual component products tested in accordance with ASTM E-84 (the standard test for determining the surface burning characteristics of building materials), and that has also been tested as a Composite. ARS earned a “Class A” rating under both conditions. The installed ARS system has also passed the UBC-8-2 Test, also known as the Corner Burn Certification Test. Both ASTM E-84 and UBC-8-2 are supervised by the American Society for Testing and Materials.

While other acoustic treatment suppliers typically offer pre-made panels and wedges to hang on the wall, CinemaTech's ARS Acoustic and Diffusive Panels are fitted in the field to match the exact measurements of each room, and assembled at the actual site. Last-minute changes are easily incorporated, and installation can start immediately after room construction. In addition, the treatment serves as an extra layer of insulation protecting other less fire-resistant building materials.

Visually, CinemaTech's ARS custom treatments are finished by being uniquely concealed behind stretch fabrics, which are available in more than 400 colors and a huge variety of patterns, suitable for any décor.

SelectSound systems are available through a national network of high-end audio and Home Theater dealers at prices starting at about \$11,500 per room. SelectSound components can be seen at CinemaTech's Acoustic Room Systems' exhibit, Booth 1007, Indiana Convention Center, during CEDIA EXPO.

For further information, please visit the CinemaTech web site at www.MyCinemaTech.com.

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