

Experience the UK's finest cinema demo room **SMARTcinema**

No compromise audio, visuals and interior design...

The Cyberhomes SMARTcinema demonstration room showcases how our custom installations perform to exceptional performance standards—a dream immersive theatre for potential clients looking for the most fine-tuned cinema experience imaginable.

From bespoke design and hand-crafted build, to class-leading electronics and speaker systems, the **SMARTcinema** demo experience sits firmly amongst the world's most technologically advanced and experientially impressive private theatre room systems.

About Cyberhomes

Let's go back to the beginning, and outline how the demo room came together. Cyberhomes was founded in 2004, and has since established a reputation as one of the leading experts in custom installation and bespoke home cinema.

Since the beginning, we have built a global customer base, yet find that many potential customers like to visit us in person, to gain a better understanding of the level of bespoke projects we can undertake. Therefore, we have always had a premium

performance, custom-built cinema system available for demonstration.

SMARTcinema was completed in 2024 and showcases class-leading audio and video equipment, with particular emphasis on our in-house design, construction, engineering and fabrication processes.

Finding the right partners

When looking for the right equipment partner, our team was particularly impressed with the Sonus faber Arena series, which launched in 2023. Having already had a great experience with the power and finesse of McIntosh Lab's amplification, we felt the combination delivered the required performance, whilst showcasing a high-end audio experience that remains hidden out of sight.

Our design team swung into action, creating a cinema that is unrivalled, not

only by its performance but also by the luxurious fit and finish of the space. To achieve this, we utilised advanced design and fabrication techniques to incorporate subtle curves and angles that are rarely attempted in cinema design, due to their difficulty to create and fabricate.

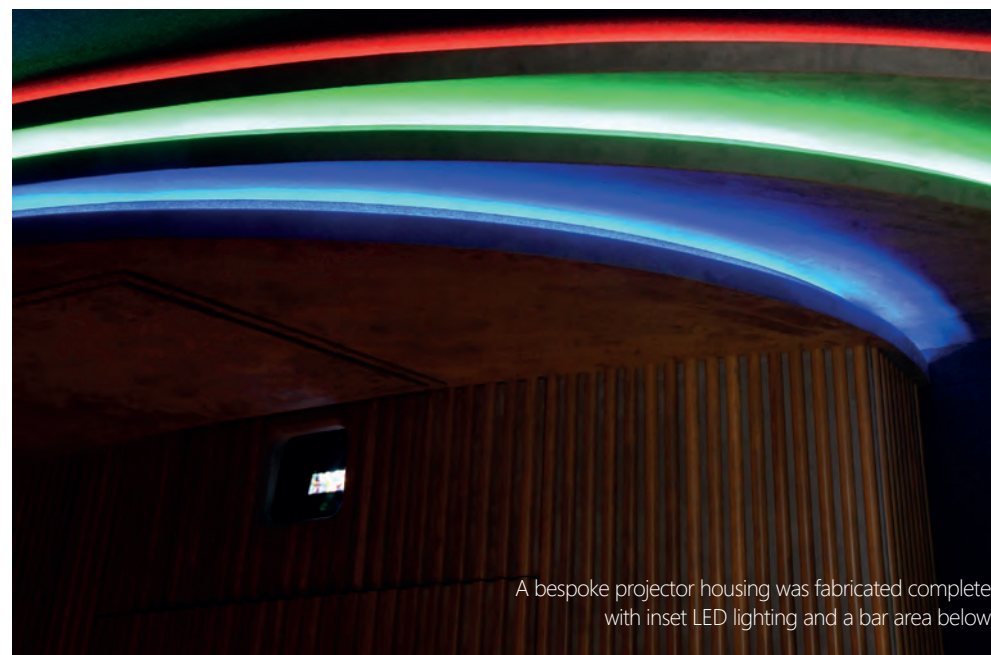
Attention to detail was the top priority, with various curves in the steps and seating tiers, as well as the stepped curved ceiling feature at the front and back of the room, which is designed to create the

signature Cyberhomes logo colours using DMX lighting.

Granular attention to detail

But how do you begin to create a truly cutting-edge cinema space?

An obvious start point is the equipment used—but this is only as good as the design and attention to detail of how that kit is installed. A key aspect is how we acoustically treated the room that houses the cinema system. We acoustically



A bespoke projector housing was fabricated complete with inset LED lighting and a bar area below



Motorised side masking detects the aspect ratio of the movie being shown and automatically open or close so that the visible screen area perfectly matches the image content

measured the space and built a virtual 3D CAD model which allowed our engineers to calculate the appropriate amount of acoustic treatment in the areas that required it.

This is a process that relies on many years of experience in creating such environments, as the wrong material used in the wrong location can have significant detrimental effects on the sound performance. The balance between acoustic treatment and the overall interior design of the space is carefully calibrated—a delicate process that we have perfected over the years, and one that our clients trust us implicitly to deploy.

In addition to the carefully chosen, acoustically-transparent fabric on the walls,

which allowed us to install hidden acoustic panels with the Arena speakers behind, there are two windows on the right wall that conceal dual Lutron electric sheer and blackout blinds.

The opposite wall showcases the stunning McIntosh- and Trinnov-filled AV rack behind electrochromic glass. This can hide the rack with a frosted-out effect at the touch of a button—a seriously slick feature that allows clients to see where the magic happens, but to also minimise the impact of those lovely VU metres, when watching a movie.

The back of the room features a small bar that is accessible by opening two curved, wooden-slatted doors. This custom wooden-slatted effect also surrounds the Fortress seating, which, while being

functional and comfortable, needed a bit more “wow factor” to match with the rest of the room. To balance the back of the room, we constructed two custom pillars housed in the front corners.

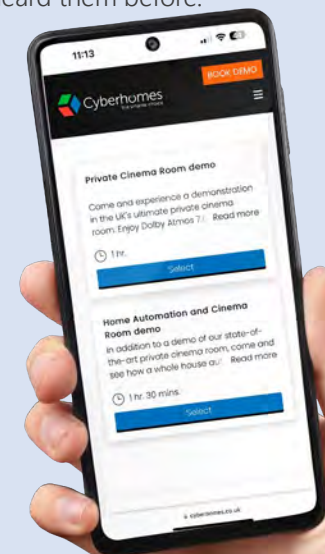
In-house fabrication

Cyberhomes is relatively unique in the world of bespoke home private cinema rooms in that it has its own dedicated fabrication facility in Aylesbury. This includes our own CNC machine which allows us to cost-effectively produce intricate structural components without relying on the schedules of third-party providers.

We have a dedicated fabrication team who not only operate our CAD/CAM facility but are also experts in applying luxury finishing

No matter how many photos or videos we show you, the only way to truly appreciate the majesty of a Cyberhomes private cinema room is to experience it for yourself. We built the **SMARTcinema demo room** at our Thame headquarters so you can do just that.

Visit cyberhomes.co.uk/book-demo and book yourself in for an hour of watching clips from your favourite movies like you've never seen or heard them before.



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details such as fabric wrapping of wall and ceiling panels.

Latest technology

For visual presentation, a JVC NZ900 laser projector via a madVR video processor projects a 3.6 m wide image onto a Screen Research acoustically-transparent 2.40:1 ratio screen with electric side masking. The front three Sonus faber Arena 20 in-wall

speakers are installed behind the screen. The left and right speakers are toed-in toward the main listening positions.

Crystal clear images are provided by a number of different sources—with the primary content coming from Kaleidescape, the high-end digital provider of movies with lossless audio and full reference video quality. Kaleidescape's Terra movie server and Strato-C movie player are

both employed into the system setup—delivering 4K ultra-high definition (UHD) images and Dolby Atmos sound.

Cyberhomes shares a dynamic and active partnership with Kaleidescape as their premium movie servers are specified into many of our cinema projects, as well as operating as the primary source for the **SMARTcinema** demos.

A Trinnov Altitude 16 AV processor handles the Dolby Atmos 7.6.4 immersive audio decoding into the McIntosh power amplifiers. These drive the front left-centre-right (LCR) speakers, side and rear surround speakers and the four height channel speakers in the ceiling.

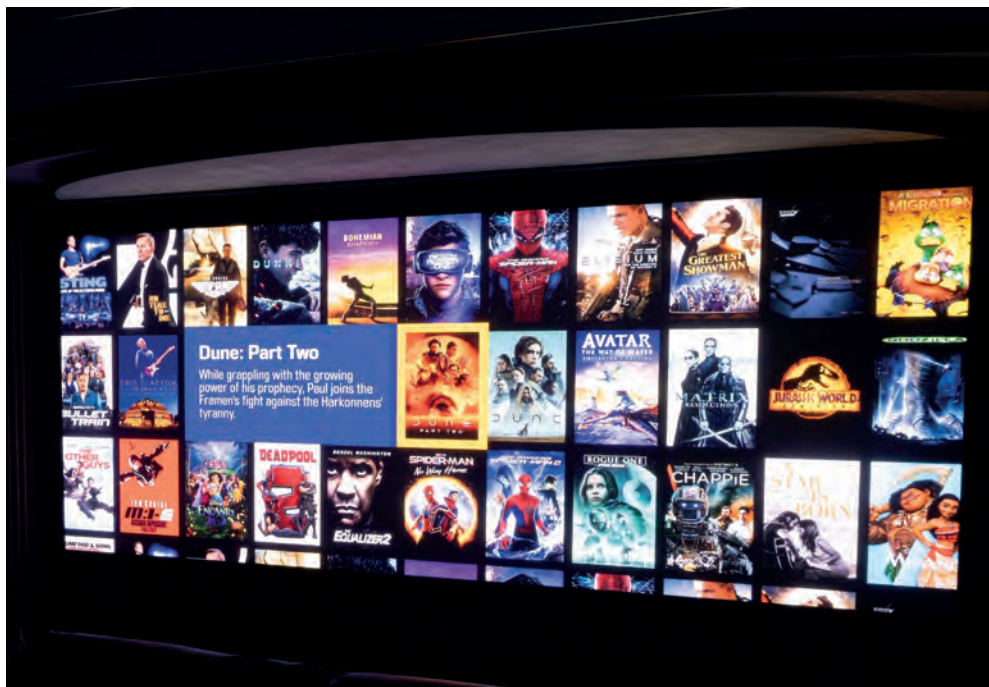
Of course, no high-end movie and music experience would be complete without smooth, deep, and clear bass. To achieve this, six Sonus faber in-wall Arena 15 subwoofers were installed to complete the immersive audio—four on the front wall, and two on the rear. This delivers the necessary bass headroom for fine-tuning with effective bass distribution across all seating areas.



Control of the cinema couldn't be easier. Using either the wall-mounted touchscreen, or the Control4 handheld remote; simply select the source you want to watch and automated sequences kick in to configure the room. The projector and amplifiers turn on, the correct source is selected, the blackout blinds close and when you press 'play' the lights dim and the movie starts.

Finally, the room has a full control system using Control4. This system controls the audiovisual, climate, blinds, and lighting. It includes some very clever programmed events sequences to make sure that the experience is as impactful, enjoyable and memorable as possible at every opportunity.

To maximise performance, our highly-skilled engineers reached out to Sonus faber's Roberto Gamba, who played an instrumental role in designing the Arena speaker range. As a leading home theatre



The Kaleidescape movie server allows easy access to your movie collection in glorious uncompressed 4K video and ultimate Dolby Atmos immersive surround sound





In most Cyberhomes private cinema rooms the AV racks are hidden out of sight, either at the back of the room or (ideally) elsewhere in the property. For the **SMARTcinema** demo room we wanted to showcase our award-winning rack building capabilities, so the AV rack is a feature of the room. As a movie starts, the glass in front of the racks goes opaque and the iconic McIntosh blue VU meter backlights turn off in sequence—then the room lighting starts to dim...

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calibration expert, Roberto was able to aid in calibrating the stunning sound experience. The projector and madVR scaler were also calibrated to achieve optimum video quality, thanks to Dr Julian Scott from Habitech.

A world-class end product

So what is the result?

Although we say it ourselves, this is genuinely amongst the most advanced private cinema rooms in the world. Not only is the performance breathtaking across a wide range of movies, it is also a stellar music playback system. It presents a gutsy dynamic performance for the most demanding action and bass-hungry scene possible, yet the system can also finely resolve every subtle detail and nuance in a

natural, pure and unforced way, which can really bring out the emotion and feel of a movie scene.

The **SMARTcinema** demo cinema room is testament to our commitment to delivering a truly high-end experience to our clients, while showcasing our passion for designing bespoke solutions tailored to our clients' needs. The facility enables Cyberhomes to guide our clients through the whole design process, demonstrating how we will approach their project with a focus on both technical and aesthetic requirements.

The design team—including in-house interior design, lighting design, and technical experts—are available to answer questions and explore client's ideas and how we bring them to life. The **SMARTcinema** demo room showcases a completed, dream home theatre (or

commercial screening room) and provides clients with a taste of what their own cinema room could potentially look and sound like.



Cyberhomes has won numerous UK and international industry awards for our cinemas. See cyberhomes.co.uk/about-us/awards

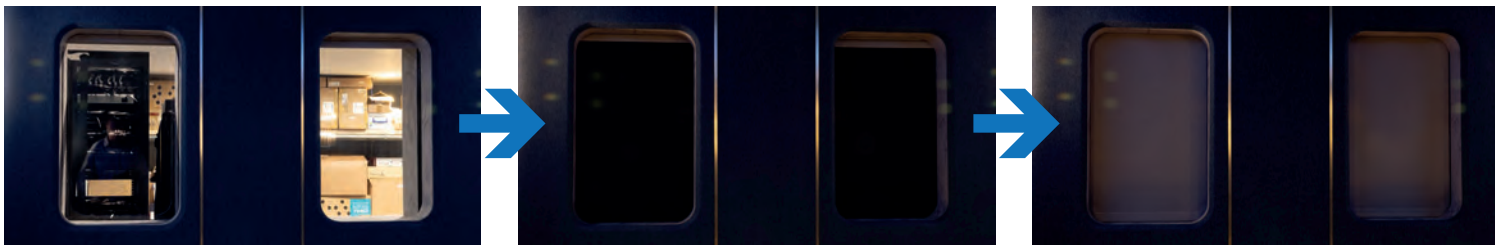
Project partners

- + Fine Sounds audio distributors
- + McIntosh Group audio calibration
- + Habitech THX-certified video calibration
- + Invision



The correct positioning of the Left, Centre and Right (LCR) speakers is critical to ensure a perfect Dolby Atmos immersive soundfield.

The above photos show the three Sonus faber Arena LCR speakers plus the four subwoofers that are installed behind the acoustically-transparent screen—both before (*top photo*) and after (*bottom photo*) the acoustic treatment panels have been installed.



To demonstrate window treatments, we built portholes from the cinema room to our workshop area. As part of the **SMARTcinema** startup sequence, blackout blinds automatically close followed by the sheer blinds—completely isolating the cinema from workshop.

To experience the **SMARTcinema** private cinema demo room for yourself—book now at: cyberhomes.co.uk/book-demo

“This space really does represent the finest of what’s possible. So if you’re going to come into this demo room, I would absolutely hope that—by the time you leave—your understanding of what’s possible is going to have been entirely recalibrated. This cinema experience is groundbreaking.

What Cyberhomes has achieved is to create a space that really does perform to the highest standards I’ve ever encountered in my experience of the home theater world—it really is benchmark phenomenal.”

Andy Oattes, McIntosh Group



The AV rack is showcased as a feature of the **SMARTcinema** demo room. We also created easy access behind the rack so visitors can examine the impressive rack building and cabling skills of our engineering team.

Installed Systems

- Speakers: 3 x Sonus faber Arena 20, 4 x Sonus faber Arena 10, 6 x Sonus faber Arena S15 subwoofers;
- Processors: Trinnov Altitude 16 Dolby Atmos audio processor; madVR Envy Core video processor (scaler, aspect ratio and HDR dynamic tone mapping);
- Amplifiers: 1 x McIntosh MI254 power amplifier, 5 x McIntosh MI502 power amplifiers;
- Picture: JVC NZ900 4K high dynamic range (HDR) laser projector; Screen Research 3556mm 2.40:1 ratio screen with Clearpix acoustically-transparent fabric and motorised side masking
- Sources: Kaleidescape Strato S player; Apple TV; Sony Playstation PS5; Sony UBXP800M2 UltraHD Blu-ray player
- Seating: Fortress Madison: 3 x joined seats with drop-down arms (front tier), 3 x individual seats (rear tier)
- Power: Pakedge PowerPak8I; Furman Reference IT 16E power conditioning
- Fabrication: Gabriel Xpress acoustically-transparent fabric (walls/ceiling); Genesis brushed brass trim; Bespoke slatted-wood effect cabinetry
- Automation and control: Control4 EA5 processor with 8" wall-mounted touchscreen and Halo handheld remote
- Climate control: Heatmiser Neo integration
- Lighting: Lutron Homeworks QS with Seetouch keypad; Orluna FINA 89CRI 3000k uplights; 3 x Orluna ONE 98CRI downlights; Envisio AV RGBW LED pixel tape and controller; 2 x Lutron Sivoia dual-pocket blackout and sheer blinds
- Network: Ubiquiti 24-port Ethernet switch