

Avoiding the 8 Biggest --and Most Expensive-- Home Theater Mistakes

1. Picking the wrong TV/Projector. How big? LCD? Plasma?

DLP? Front Projector? Rear Projector? Flat Panel? With all the variety, it's not hard to see that your chances for error are many. In reality, there is usually only one best choice, for your space, with a second best option. The ideal is determined by room size, seating location, room lighting and purpose, and of course, budget.

2. Buying an "all in one" or "Home-Theater-In-A-Box" system.

While there's no doubt a 'packaged system' is easy to buy, expect compromises in every component of the system. Such systems can be compared to buying a cookie-cutter tract home--or building a custom home unlike any other. You can live in a tract home, but have mediocrity in every room. Or you can build a home to suit *your* needs, each detail matched to the purpose. A Custom Home Theater, like a Custom Home, is designed to meet your family's needs/desires. Avoid a "one box" package!

3. Having your "Low Voltage" Contractor install your home theater.

A low voltage electrician will do a fine job on your telephones, door bell, alarm system, and computer network. But a home theater is more than wiring up components. To get the best value for your dollar, hire a Home Theater

Professional, one who understands the Science of Sound, and Vision. Low voltage installers are trained in making proper connections, but have little, if any, training in acoustic design, system calibration, and room tuning.

4. Buy your Home Theater System at a Big Box Store.

Discount or chain stores have one thing in mind--moving product. And well they should! With the overhead of a huge store, warehouse, TV advertising, etc., if they didn't move tons of product, they would never survive. But that leaves *your best interests* out of the picture. You may feel you are saving money, but you are really buying what they have to sell, which may not meet your current OR long term needs, nor be the best choice for your custom home theater. Consider buying from a Home Theater Professional, whose goal is building high performance home theaters designed specifically for their clients. You'll get what you want and need--not pushed to purchase close-out models because there is extra stock to move.

5. Pick out your "hardware" first, then design the room.

Critical Error! This is just like loading your car for a trip and then deciding where to go, and for how long. You either pack everything, or risk packing the wrong things. Let your Home Theater Professional help you decide on

your Home Theater Destination, then recommend what items you need for your journey.

6. Selecting a brand, or price.

This is related to #5 in that you've chosen your components or system for the wrong reasons. The goal should be maximizing your space for optimal enjoyment, with an investment in a theater that performs excellently. You simply can't do that by picking your favorite brand, or choosing a price first.

7. Buy a "Big Screen TV" and then add cheap speakers.

George Lucas, Creator of Star Wars, said that 50% of the film experience is the sound track. Did you know that the room itself is more than half of your speaker system? True! Without knowledge of how speakers and rooms work together, you'll likely choose the wrong speakers, and have a totally unsatisfactory result.

8. Do it yourself.

It's a huge temptation, and many have made a hobby of Home Theater. If a hobby is your goal, you can have fun with it--though it's likely to be an expensive hobby. If your goal is a media room in which to relax and enjoy entertainment of your choice--presented to perfection--enlist the aid of a Home Theater Professional. He has the advantage of decades of accumulated knowledge, experience, research and training. If you'd never built a house before, would you choose to "do it yourself"? Leave the complexity to the trained professional and enjoy a truly professional result...a home theater that will give you WOW! experiences!

*8 Great Reasons
to choose
a Platinum Home
Theater*

1. A Platinum Home Theater is designed to *make your space the best it can be*. We do not promote certain brands or 'standardize' equipment, rather, **we design the theater and spec the equipment best suited for each room**. Therefore, our results are well beyond what other "media super stores" and less professional home theater companies provide.

2. Our Chief Designer, audio engineer Jim Addie, has **over 30 years experience** designing professional studios. (Jim's resume available upon request) Jim understands the science of sound, and is one of the top acoustic experts in the country.

3. **Our technicians are THX Certified**. They understand how a room *should* sound, and are qualified to enhance and make the most of a room's capabilities, for optimal performance.

4. Our technicians are business partners with THX inventor, Tomlinson Holman, and **we are the only TMH Qualified Technicians in the Midwest**. TMH is THX *ten years later*, with Mr. Holman's continuing research.

5. **We are excellent communicators**. Not only are Platinum Home Theater

technicians courteous, friendly and efficient, we work with your architect and decorator.

6. **We train clients to use their Home Theater system**, so they get the most enjoyment from their investment.

7. **Our home theaters give you "WOW" experiences**. We build media rooms and theaters that your friends will want!

8. **We are Home Theater Specialists** - not "low voltage contractors" who have simply added "home theater" to their list of services. A Platinum Home Theater is **a theater you will truly love**, and proud to share with your family and friends.

Platinum Home Theaters is family-owned and operated. Our goal is to provide our clients with the best performance and value for their home theater dollar. We aren't satisfied until you are!

*Call Now for a consultation.
Platinum Home Theaters add
entertainment--and value to
your home.*

708-588-0880

*The Best Home Theaters are
Platinum Home Theaters.*

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How to Avoid the 8 Most Costly Home Theater Mistakes

"Don't Learn the Hard Way!"

Consider the advantages of having a
Home Theater Professional
guide every aspect of your
Home Theater Project.

Presented as a service by:



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