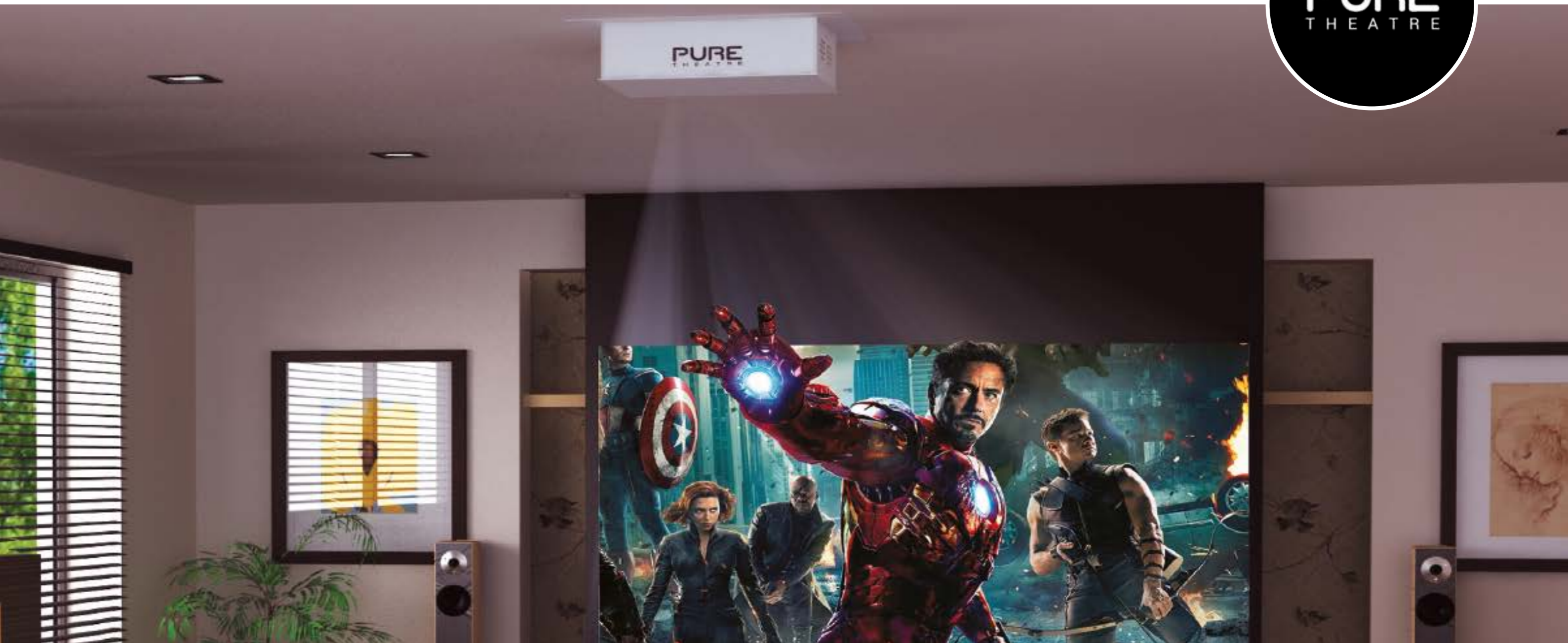


HOME CINEMA EVOLVED

www.puretheatre.com



CONCEALED HOME CINEMAS. THE FUTURE OF TV

PURE
THEATRE

CONCEALED HOME CINEMA

EVERY HOME NEEDS A HUB OF ENTERTAINMENT, WHETHER YOU ARE A MOVIE LOVER, A GAMER OR JUST LOVE BINGING ON A SERIES. TRADITIONALLY A TV WAS THIS HUB, BUT AS TV'S GET BIGGER AND BIGGER THEY CAN DOMINATE OUR ROOMS. SO HOW DO WE GET AWAY FROM HUGE TVS RUINING OUR BEAUTIFUL HOMES? THE ANSWER... CONCEALED HOME CINEMAS.

THIS IS THE FUTURE OF TV



PURE
THEATRE

THERE WHEN YOU WANT IT...

WANT A TRULY IMMERSIVE CINEMATIC EXPERIENCE AT HOME? THERE'S NO NEED FOR A DEDICATED HOME CINEMA ROOM. YOU CAN TAKE YOUR HOME ENTERTAINMENT TO THE NEXT LEVEL BY INSTALLING A HIDDEN HOME CINEMA SYSTEM IN ANY ROOM.



...GONE WHEN YOU DON'T

THERE'S NO NEED TO COMPROMISE THE AESTHETICS OF YOUR ROOM IN ORDER TO ADD A PROJECTOR AND SCREEN.

Our hidden home cinema products allow the projector, screen and speakers to recess into your ceiling and walls. With a beautiful high quality flush fitting you will barely notice them when not in use.

At the touch of a button your projector and projector screen will seamlessly lower down to reveal your home cinema. Using an AV Receiver you can easily connect your projector to all



of your favourite devices including TV Boxes, Smart TV Sticks and Games Consoles for an entertainment hub the whole family can enjoy.

Even whilst down our projector lifts have been engineered to look beautiful, fully encased so you cannot see into the ceiling void, the white powder coating and laser cut design produces a stunning high quality finish.

HERE'S THE PRODUCTS THAT YOU NEED

For a complete concealed system you will need a **Pure Theatre** projector lift and screen.

You will also need a projector, AV receiver and speaker system. These can be purchased from Pure Theatre but you can also use existing or 3rd party systems.



PROJECTOR LIFT

PURE
THEATRE



RECESSED SCREEN



PROJECTOR



AV RECEIVER



SPEAKERS

BUY DIRECT AT PURETHEATRE.COM OR CALL 01952 898533

ANY ROOM ANYWHERE

ONE OF THE COMMON MISCONCEPTIONS WITH PROJECTORS IS THAT YOU CAN ONLY FIT THEM IN A SPECIFIC TYPE OF ROOM. WITH MODERN PROJECTORS THIS SIMPLY IS NOT TRUE. OUR CONCEALED HOME CINEMAS CAN GO IN ANY ROOM . ANYWHERE IN YOUR HOME.

- LIVING ROOM
- DINING ROOM
- BEDROOM
- CONSERVATORY
- OFFICE
- BASEMENT
- GARDEN ROOM



WE ALSO SELL:

ULTRA SHORT THROW CINEMA

AN ULTRA SHORT THROW PROJECTOR WILL PROVIDE YOU WITH AN ALMOST PLUG AND PLAY HOME CINEMA OPTION. UST PROJECTORS CAN SIMPLY BE PLACED ON A CABINET IN FRONT OF A WALL OR SCREEN.



WHAT YOU WILL NEED:

UST PROJECTOR



ALR PROJECTOR
SCREEN



TEAMED UP WITH A SPECIALIST ALR SCREEN YOU WILL BENEFIT FROM BRIGHT PICTURES AND GREAT IMAGE QUALITY EVEN IN A REGULAR BRIGHT LIVING ROOM.

Creating a home cinema setup doesn't need to mean huge modifications to your home. With our Ultra Short throw projector packages you can create an immersive home cinema experience with just a few screws and a table or cabinet to sit the projector. Due to its stand alone nature this is a fantastic home cinema option for rental properties.



With up to 120 inches of screen your favourite movies will come to life and you will be immersed into a new level of home entertainment. Replacing the television in your living room, this package seamlessly blends into your home providing a huge cinematic screen without the need for a big unsightly TV.

WHY SHOULD I USE AN ALR SCREEN?

As UST projectors sit so close to the wall the angle of projection is very steep. Although you can simply project onto a white wall an ALR screen will dramatically improve brightness and contrast.

The surface of an ALR screen has a finely engraved toothed grid that only provides targeted reflection of the projected beam at a specific angle. Non-imaged ambient light is absorbed by the light absorbing coating on the other side so no diffraction occurs. Because the colour reproduction of the black grid is as high as 99%, **Even during the day, you don't need to close curtains or turn off lights in order to get a great picture.**

100" and 120" Screens Available



SEE IT IN ACTION
IN OUR DEMO ROOM

BUY DIRECT AT PURETHEATRE.COM OR CALL 01952 898533

WE ALSO SELL:

DEDICATED HOME CINEMA ROOM

INVEST IN A DRAW-DROPPING DEDICATED HOME CINEMA ROOM WHICH PLEASURES ALL THE SENSES AND PROVIDES A TRULY IMMERSIVE CINEMATIC EXPERIENCE.

WHAT YOU WILL NEED:

PROJECTOR



FIXED SCREEN



SPEAKER SYSTEM



IMMERSE YOURSELF IN LUXURY WITH A FULLY LOADED DEDICATED HOME CINEMA SYSTEM.

If you are looking to create a dedicated room that replicates the cinematic experience then Pure Theatre have all the products needed to make your dream a reality.

As specialists in home cinema, our team can advise on the best technology for your room. Installing a 4K projector will give you superb picture quality and teamed up with a Dolby Atmos sound system anyone using the room will be blown away.



Our home cinema demo room is one of the best in the country, showcasing the latest home cinema technology. Our specialists will talk you through the product options and provide unbiased advice on what would work best for you. Buying direct from Pure Theatre means that you can choose the products you want.

SITTING COMFORTABLY?

To complete your dedicated home cinema we can supply a range of cinema seating.

Talk to us to design your unique Moovia seating and experience the ultimate viewing experience enjoyed from the utmost comfort. Select the material, colour and technology that suits you.



SEE IT IN ACTION
IN OUR DEMO ROOM

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