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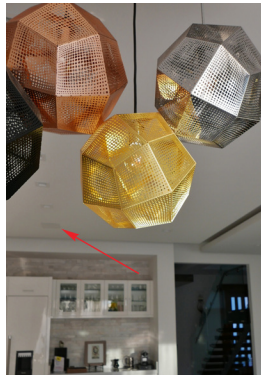
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JAMES LOUDSPEAKER CASE STUDY.



ACCOMMODATE THE CLIENT

WHEN THE OFF-THE-SHELF SOUND BAR AND SUBWOOFER SIMPLY WOULDN'T FIT, JAMES LOUDSPEAKER ENGINEERS CREATED CUSTOMIZED SOLUTIONS FOR THIS FLORIDA HOME CINEMA



INTEGRATOR:
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James Loudspeaker solves space constraints by building custom sound bar and subwoofer for Florida home



The Little Theater That Could

David Athey, principal of A/V Creative Concepts in Orlando Florida was charged with creating an immersive home theater as part of a major renovation of a home in the Orlando/Longwood area, using a newly constructed marble fireplace as the centerpiece of the room and mounting location for a 75-inch Samsung display.

David's client was excited to enjoy the surround sound experience, but not at the expense of interior design and décor. Athey accepted the challenge and began planning out the location of each speaker in the system and interfacing with other contractors on the job, particularly the carpenter and the mason constructing the fireplace.

Etched in Stone

Athey consulted with the stone contractor and began to formulate a plan for the audio system. First, he shipped a sample of the marble brick and flooring to the James Loudspeaker factory in Napa, CA. This would enable the team at James Loudspeaker to create the proper finish for any visible speaker components in the system. Athey decided that the best way to get full-range clear output from a LEFT/CENTER/RIGHT speaker in this environment would be to insert a custom-sized sound bar into a shallow void in the brick work created by the highly skilled mason. Because there was no clever location to conceal a subwoofer, Athey sent James Loudspeaker the precise dimensions of a space below a beautiful custom wood bench that went from one side of the fireplace to the other. With the dimensions of the sound bar and the measurements for the space under the bench, the engineers at James Loudspeaker went to work.



The mason tented off the room as they precisely ground the marble around the opening for the sound bar

Titanium for the sound bar verses a custom color-match, preferring a subtle color contrast to highlight the beautiful speaker sitting flush within the marble wall.

Saville Row

The whole point of buying a tailored suit is to achieve perfect fit for your unique body type. James Loudspeaker knows that each home is different and each client has a wish list, and it is the integrator's job to be the Saville Row tailor and make dreams come true. In order to achieve the super-shallow 3-inch depth required for the sound bar in the marble fireplace, James Loudspeaker created a [custom product](#) called the SPL4QLCR, which incorporates three of the company's legendary quad tweeter array modules with six 4-inch woofers to deliver right channel, center channel and left channel output into the room from an astonishingly scant 3-inch depth. When the sound bar arrived, the aluminum enclosure dimensions were so precise that the mason had to shave some of the marble in order for the bar to slide into place. This process was accomplished under a tent of plastic sheets to keep the marble dust from permeating the home. "Though more pricey than plastic big-box speakers, having the ability to satisfy the client by delivering high-performance speakers that fit each room perfectly gives me quite an advantage over competing A/V integrators," Athey stated. "James Loudspeaker is a critical supplier to my business." The client chose an elegant silver finish called Light



The James Loudspeaker custom sound bar rests on the floor just prior to installation

Below the Bench

For bass in the theater, Athey was concerned about getting proper performance from limited space while keeping the décor intact. James Loudspeaker engineers took the dimensions of the space beneath the wooden bench and created a custom version of their critically acclaimed

[EMB-10DF subwoofer](#) to perfectly fit that location.

Constructing a tuned, calibrated aircraft-grade aluminum enclosure in their Napa, CA factory, James Loudspeaker solved the challenge of delivering bass in this theater with a custom form factor finished in powder coat to match the floor tiles that once installed, looked like

it was made for the room—because it was. The EMB-10DF features Energy Multiplied Bandpass technology that leverages two precisely designed sealed chambers, a rear chamber with a high-performance internal driver coupled to a front



This subwoofer started out as a mechanical drawing and was delivered with custom finish to match the floor



chamber that focuses the energy through a spun aluminum pneumatically-coupled passive radiator. This design reduces distortion to levels well below other active/passive or signal-compared designs while at the same time increasing sonic output and impact. The James Loudspeaker EMB10DF was powered by an outboard dedicated amplifier located within the equipment rack. Athey dropped the required speaker cable into the corner of the room to supply the subwoofer with audio signal.

Over Your Head

The remaining task for the theater was to place the two height/Atmos channel, two surround channel and two rear channel speakers properly without making the ceiling look cluttered. Everything had to be proportional, symmetrical and measured precisely in conjunction with the lighting fixtures. James Loudspeaker supplied square grilles for each of the [SXC420](#) architectural ceiling speakers, which are compact yet offer refined, balanced output. Athey then placed them in the ceiling to both deliver a superb immersive theater experience while leaving the most discreet visual footprint overhead. The SXC420 loudspeakers feature a coaxially mounted 0.75-inch aluminum dome tweeter over a proprietary high-excursion 4-inch aluminum-cone woofer with durable Santoprene™ surrounds. Enclosures are constructed from aircraft-grade aluminum and include paintable aluminum round or square grilles.



This image of the room shows the ceiling speaker array

Throughout the Home

Athey used Denon's HEOS networked audio for whole-house entertainment with additional James Loudspeaker SXC620 architectural speakers in the dining room, sitting room and kitchen. James Loudspeaker SXC320M marine speakers were used to provide entertainment to the BBQ/bar area outdoors. To control the theater, Athey programmed

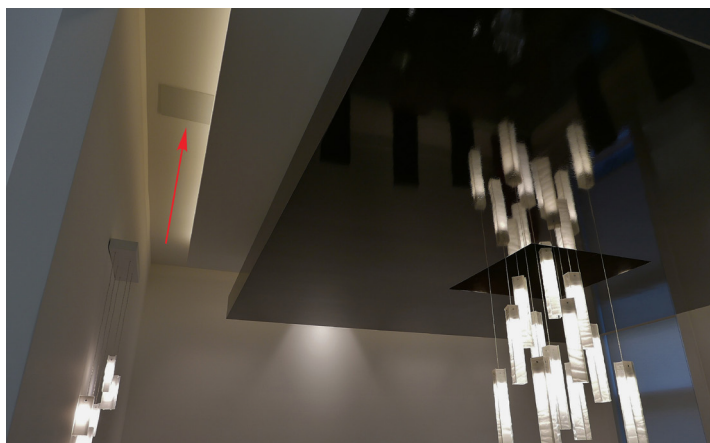
an RTI remote system and iOS apps to run the TV, Blu-ray player, cable TV set top box, lighting and custom motorized sliding doors that lead out to the pool. Luma security cameras provide a visual reference to what is going on in all zones. "Overall, the system is easy to use and sounds fantastic—the client was super happy with the entire package." The equipment rack, located in the back pantry/utility room, provides a secure home for the RTI control



Sitting room ceiling speakers



Kitchen ceiling speakers



Dining room ceiling speakers

hub, the Denon 6000 series home theater receiver along with the sub amp, security camera processor, UPC power treatment, wireless access point and the cable TV set top box. Athey said, "In Florida, it is not uncommon to have power outages for a few minutes or a few hours. For the shorter events, the UPC prevents annoying reboots of cable boxes, gateway modems, etc. for the client. I also go as far as having TV power loop back to the UPC in the rack to avoid sudden



Equipment rack in pantry

outages and giving the owner enough time to close sensitive components like projectors or raid servers down properly."

Athey concluded, "The system looks and sounds fantastic, and no off-the-shelf loudspeaker array

could have achieved the same end result. The client is thrilled with their theater and very pleased with the design and installation services that my company provided. James Loudspeaker helped me achieve that goal."



Successful application of custom sound bar and subwoofer make this immersive home theater completely unique and exactly what the customer desired