



DIRECTORSCUT CINEMA™



Genesis Audio Ltd. is proud to announce the realization of the true potential of HD... and a new reference level for Home Theater, DirectorsCut Cinema™.

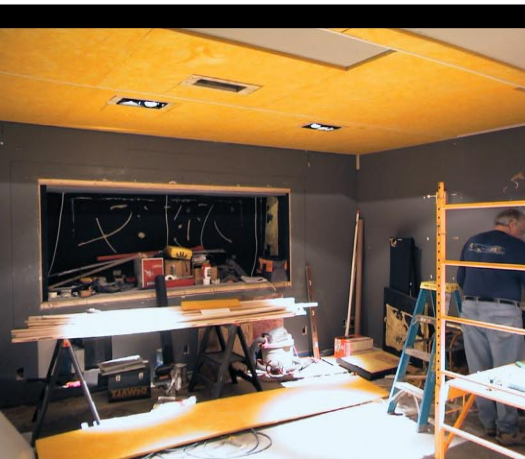
DirectorsCut Cinema™ leverages computer simulated room acoustics, 4,000 watts of power, ½ a ton of equipment in a trend-setting installation that establishes a new level of interior design and performance for theater in the home.

We invite you to the unveiling of our new theater.

Experience the Debut | April 2nd | 5-9 pm

This event will be catered with exotic American dishes
Manufacturer representatives will showcase their techno-wizardry
Novel and super-cool prizes will be awarded
A SONY OLED television will be won by a lucky someone

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This theater was six months in the planning, design and installation. At the heart of this theater is the projector and the 2.35 anamorphic lens system which enables you to view movies the way the Director intended. The Stewart CineCurve screen allows full realization of the 2.35 ratio or any aspect ratio on the curved motorized screen.

Creating a world-class theater requires world-class products. We specified components that individually set the standard for performance, implemented as system, we have achieved a level of performance like no other theater.

DIRECTORS CUT CINEMA™

Projector: Projectiondesign Aviolo Optix
Lens: Panamorph UH480
Screen: 122" Stewart motorized CineCurve
Processor: Lexicon MC-12HD
Amplifier: Lexicon ZX-7
Speakers: Triad LCR Platinum I In-Wall Gold
Subwoofer: Triad Platinum PowerSub 18"
Source: Sony Blu-Ray BDP S5000ES
Acoustic Room Control: Kinetics StretchTRAK
Control: Crestron



For more details visit: | www.genesisaudio.com

GENESIS AUDIO LTD.
REAL HD THEATER

1385 E. Johnstown Road, Gahanna, OH 43230 614-939-0802

In addition to the brochure being included in the envelope, an insert was used. It was engineered to be signed by the salesperson using a silver Sharpie™ for dramatic contrast and extend a personal invitation to the addressee to attend the event. We all respond to the human touch.

DIRECTORSCUT CINEMA™

*For the convenience of our important guests,
we're featuring private showings April 2, from 2-5.
Avoid the crowd and you'll get the big picture!*



The envelope was a light gray with a digitally printed masthead and event name and date which gave the event credibility and also promoted the products brand: DirectorsCut Theater™.

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