

PRIVATE SCREENING

Torsten Steinbrecher of Qualtron dives into the exclusive world of Private Cinema and looks at some of the industry's most dynamic innovations being brought to a superyacht near you!

While the pandemic might have left the average person a little stir crazy, for the megayacht owner it offered splendid isolation. Today's owners dream big and big dreams fuel the evolution of the Marine AV industry. This quest to meet or exceed clients' expectations drives exquisite technical and aesthetic innovations.

Among the most coveted of onboard luxuries is the bespoke Private Cinema. Specifically designed and built for each project, the private cinema is a labour of love, taking months or years in planning and development. Owners want the very best. They imagine a 360-degree sensory experience, being right there in the thick of the action. So, we work very closely with interior designers, integrators, shipyards and owners to achieve the owner's vision.

FOR SOME YACHT OWNERS, THE THRILL OF IMMERSIVE AV IS NOT ENOUGH. THEY YEARN TO REALLY FEEL THE ACTION LITERALLY BY THE SEAT OF THEIR PANTS. THE D-BOX ARMCHAIR SYSTEM PUTS THE VIEWER RIGHT THERE, IN THE HEAT OF THE ACTION

Private cinema onboard presents enormous challenges to designers and AV experts. Firstly, the room must be completely free of any noise or vibration, which means sealing off the space from the hull. This is achieved by spring mounting the room within the yacht interior and placing scatter panels behind wall coverings to absorb and mute noise and vibration. This in turn ensures that sound from the loudspeakers and sub-woofers is perfectly reproduced.

Acoustic space planning extends to room contents, including tables, soft furnishings, artwork and wall panels. We work closely with designers and outfitters to select the best acoustically transparent materials in keeping with the ambience of the overall design. For example, leather with micro perforations can be used on walls to great effect. Snake and antelope leather are popular choices as they retain their shape. We have recently

worked with textiles for three-dimensional lighting design. ETTLIN LUX® from ETTLIN AG can be used to create amazing immersive lighting experiences. These panels are acoustically transparent and can be designed for static or moving displays to enhance your viewing pleasure. Recently featured at the Milan fashion show, ETTLIN LUX® brings catwalk glamour to the marine environment.

For the ultimate sound experience, acoustic planners opt for a 3D surround sound solution. Large numbers of loudspeakers and sub-woofers are carefully placed around the room. In addition, a hybrid system of three audio formats – Aura 3D, Dolby

Atmos and DTS:X – create a sensational three-dimensional sound experience. Never has the on-screen action been so authentically backed up. While Blu-ray movies featuring Aura 3D, Dolby Atmos and DTS:X are available, not all discs feature all three audio formats. Anyone investing heavily in a private cinema will expect optimal performance. That's why we recommend the Trinnov Altitude32, which remains, since 2014, the unchallenged reference processor for immersive home theatre systems.

Clients are also very discerning when it comes to moving-image quality, with many asking for 4K resolution. This is an ultra-high resolution video format of 4096 x 2160 pixels and equates to the standard used in most commercial cinemas today. That said, the picture quality of 2K with 1980 x 1080 pixels is almost indistinguishable from the 4K format.



Our AV experts usually choose the CP-4415 RGB from Christie Digital Systems. Based on the size of DCI-compliant projectors, they are usually outside the cinema auditorium in a separate sound-insulated equipment and engineering projection room. Thanks to a special Schott port window glass finish, quality and light losses are kept to an absolute minimum.

For some yacht owners, however, the thrill of immersive AV, is not enough. They yearn to really feel the action literally by the seat of their pants. This is where the D-Box system comes into play. D-Box seating takes the movie experience to another level. The chairs move, vibrate, rotate, backwards and forwards in sync with the on-screen action. These specially programmed armchairs from D-Box Technologies, put the viewer right there in the heat of the action. Imagine the thrill of being completely immersed in an action -packed block buster!

At Qualtron we take great pride in every project, working closely with partners to make dreams come true. Careful planning, cooperation and technical expertise combine to create unique cinema experiences for this most discerning market. Whether you envisage a big screen experience below deck, or plan to



head to the outdoor cinema to watch your favourite film in an al fresco setting under the stars, please contact us. Your enquiry will be treated with the utmost discretion.

"The future belongs to those who believe in the beauty of their dreams." Eleanor Roosevelt.

For more details
Tel: +49 4331 43 79 057
or visit www.qualtron.com

Qualtron
SPIRIT OF EXCELLENCE