

Press Release**FOR IMMEDIATE RELEASE****CONTACT: Jon Edwards, Sunset Studios 310-277-0901****DATE: October 1, 1996****HEADLINE: SUNSET STUDIOS RECOGNIZED BY NATIONAL MAGAZINE FOR HOME THEATER EXPERTISE****BODY:**

Sunset Studios, an audiovisual systems design and installation firm specializing in corporate and home theatre technology, announced today that they had been profiled in the September 1996 edition of *Custom Home Electronics*, a nationwide industry publication.

The article focused on the concept of the Pacific Design Center. Jon Edwards, President of Sunset Studios, was one of the designers called upon by Joe Ruggiero & Associates, an interior design firm, to design and build a home theatre and media room for the PDC's "Idea House '96".

The project marked a departure for Edwards, who had previously been involved with designing 35mm screening rooms and high-end audio equipment. "I wanted to get more involved in the higher-end consumer market," Edwards explained. "I hooked up with the PDC because it was a great way to help consumers learn about all the possibilities involved in home entertainment."

Edwards was responsible for designing the exhibit "Mad About Malibu", a 4,000-square-foot simulated Malibu Beach house with integrated home theatre, home office and telecommunications capabilities. The result was a realistic home environment featuring a dedicated home theater/screening room with Dolby® Prologic surround sound and an RCA DSS satellite dish, and a working interactive media system with the Pacific Bell fiberoptic video service. In addition, the home office integrated a computer with the NEC 29-inch multisync monitor with a Lexicon CP-3 surround sound standard powered by Rane SSA6 multichannel amp and THX44 E.Q.. Audio was distributed throughout the house.

The home theater required some acoustic changes to improve sound quality. The walls were treated with a high-density backing material, and the media equipment control was combined onto the Accent system from AMX. All presets house-wide can be controlled by an extensive GRAFIK Eye lighting control system. In addition, there is a demonstration of Pacific Bell's Advanced Video Service (ABVS), which transmits video and film through a fibre-optic network in real time.

The use of the ABVS is an example of what Edwards calls an open architecture or "future-proof" technology. "There are so many different technologies pushing through," he says, "it's hard to know what's going to predominate. It's important to allow for changing media as you design your home. This project is a great example of how interior design can exist harmoniously with these technologies, and if it's built right, the client doesn't need to know how it works, only that it does."

"Mad About Malibu" is open for public viewing until the end of this year.