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Press Release

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CONTACT: Jon Edwards, Sunset Studios 310-277-0901

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HEADLINE: SUNSET STUDIOS INTEGRATES DIGITAL MEDIA AND ENTERTAINMENT TECHNOLOGIES AT THE PACIFIC DESIGN CENTER

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BODY:

Sunset Studios, a media systems design and integration consulting group specializing in high-end home theater and corporate boardroom multimedia technology, announced the opening of Gateway@Sunset Studios in the Pacific Design Center's IdeaHouse 1998. Gateway@Sunset Studios was created to portray the residential gateway as an outreach and educational program for architects and designers to see first hand what is happening in whole house systems integration. As the media systems designers for IdeaHouse™ they've utilized the latest technology available to demonstrate the fundamental changes occurring in home entertainment, home automation and communications technologies.

The Residential Gateway program was designed to demonstrate to architects, designers and discriminating consumers who use the Pacific Design Center as a resource destination, the bridge between media and home entertainment lifestyle trends.

"We see Gateway@Sunset Studios as an opportunity to reach out to the Design Center's core audience and show them the advancements in home-based technologies," says Jon Edwards, founder and president of Sunset Studios, Edwards, a 17year veteran in the entertainment industry, has a broad range of experience in communications marketing and facilities system integration. "The convergence of video, audio and data is transforming how we communicate and entertain in our homes."

The Pacific Design Center's IdeaHouse™ concept was created in 1995 by internationally noted interior designer and media personality Joe Ruggiero as a forum for architects, designers and consumers to explore a living laboratory of the furnishings, floor coverings, kitchen equipment and other products available at the Pacific Design Center.

This is the third year Sunset Studios has planned and installed the media system as an integral part of the IdeaHouse™ concept, which is a fictional home that reflects the design choices for independently employed people in demanding, creative professions, who live in a fast-paced world of virtual offices, on-line communications and video- teleconferencing. The environments effectively merge elegant interior design with the latest technology that blends subtly, sometimes disappearing into the surroundings.

The core of Sunset Studios' vision of the convergent future is an advanced media room that showcases a high-tech home theater. At the heart of this system is Philips Electronics DVX8000 Multimedia Home Theater, incorporating within a single chassis, a preamplifier, DVD player, line doubler and digital multi-channel sound capabilities. The room also highlights Hailer amplifiers, Tannoy studio monitors, Rane THX equalization, and a NEC CRT projector. Using Stewarts' film screen technology, the front speakers are concealed behind their "IOO" microperf screen.

In the IdeaHouse™ 1998's new Villa Verona, the master bedroom features another Philips DVX8000 plus the Philips plasma gas Flat TV, which brings cinema style viewing without taking up any floor space. Speakers within the Flat TV are uniquely disguised, hidden within the TV's frame, for a clean, uncluttered appearance. Sound Advance's invisible in-wall speakers were used throughout the Villa Verona for whole house, multi-zone sound. Sound in the outdoor environment was achieved with OWI Speaker Rocks. Other manufacturers in the home theater industry, such as Niles and Parasound lent their support by providing product for the project.

Pacific Bell includes their Digital TV™ alternative to cable and satellite systems. Additionally, Pacific Bell's Fastrak Data and Video Services, which utilizes mid-band ISDN digital data lines for internet access and video conferencing was employed. IBM supplied the computers and will be working with Sunset Studios throughout the year to incorporate the cutting edge in computerized home automation. The Seimon Company provided the low voltage cable infrastructure and command center that integrates computer and communications equipment. 3Com provided the Home Network, featuring 3Com EtherLink XL Network Interface Cards, 3Com OfficeConnect ISDN LAN Modem, and 3Com U.S. Robotics 56K Faxmodem. The network allows shared, high-speed Internet access from any PC in the home. Panamax, incorporated their newest product, the PriMax, which offers surge protection for the home at the main circuit box. The new Max1500's were installed in the main theater rack environment for sequencing AC voltage protection. Additional Panamax surge protectors were provided to protect all other electronic equipment at the wall sockets.

"Integrating various elements of digital interactive media and entertainment technologies is becoming a standard in higher end systems integration," says Sunset Studio's Edwards.

"IdeaHouse™" provides us an opportunity to showcase how interactive products can seamlessly integrate within the home and home office environment."

Based in Los Angeles, CA., Sunset Studios designs and installs media systems throughout California and the United States.

The 21st century is now at Idea House™ 1998, on the second floor of the Pacific Design Center "Green Building", at the intersection of Melrose Avenue and San Vicente Blvd. in West Hollywood. The IdeaHouse™ 1998 is open for visitors every weekday between 9 a.m. and 5 p.m. Private presentations though Sunset Studios are available by appointment.