

HOME

ENTERTAINMENT

AUDIO

RESEARCH

... HEAR THE DIFFERENCE

Natural, immersive home entertainment is taking great leaps forward as many consumers move to multi-channel surround sound systems for both music and video listening. At LANDMARK SOUND LABS, we believe the new generation of digital audio systems, if properly tuned and calibrated to their rooms, can produce an in-home experience unmatched at even the best commercial venues. While some products claim that a theater-in-a-box is all you need, our Clients understand that there is much more to hear from the digital multi-channel revolution.

LANDMARK designs, optimizes, and calibrates the finest audio systems for New England's best custom installers, and we now offer these services directly to consumers. Years of design experience in professional studios and dedicated listening rooms, using custom acoustic and cosmetic treatments and a wide variety of equipment, puts an audio pro in your corner. We are not here to sell you equipment, but rather to help you find the proper gear and ensure correct installation and customization for your room.

Why do you need to pay special attention to the acoustics of your home theater? While most can plainly see the need to calibrate a video system, the need for customization of the audio installation is not as apparent, until you've heard the results!

The 'small' rooms in most homes present several acoustical challenges to multi-channel audio systems. These rooms suffer from natural modes, which are common to any regularly-shaped room but get in the way of good sound in smaller rooms. Further, each speaker will interact with the room differently depending on its location. This results in uneven response at various frequencies, spread throughout the room in a complex but predictable pattern. The most audible problems occur in the bass and midrange regions, often sounding muddy or boomy, or detracting from the intelligibility and realism of vocals and sound effects.

Careful attention to acoustical effects of your room's construction will produce smoother frequency response and more even sound coverage across the listening area. Commonplace in professional studios and theaters, equalizers and processors can also be used to compensate some speaker-room interactions when there is limited freedom to change the acoustics. At LANDMARK, we feel that only after carefully listening and properly measuring the acoustics of an installation, electronic means can be applied judiciously to transparently timbre-match the audio system into one common voice.

The following pages describe in detail our home entertainment design and calibration service packages. We hope you find what you're looking for here, if you have a different task we can help with, we're game ... please feel free to call on us. Allow us to help with your home entertainment goals, and you can bank on years of natural, enjoyable sound within any budget. LANDMARK SOUND LABS has the technical expertise and the musical sensibilities to help you HEAR the Difference!

HEAR Services	Initial meeting & listening session	Wiring & Install Checklist	Speaker Polarity & Position Tests	Surround Processor Calibration	Room Impulse & Frequency Tests	Room Compensation (EQ/Crossover)	Room Acoustics Analysis	Treatment Recommendations	Custom Room Design	Final Listening & Adjustment	Setup & Calibration Record	Full Data & Cal. Report	Price
Listening Session	•	•								•			\$100/hr
SoundCheck	•	•	•	•						•			\$500
Enthusiast	•	•	•	•	•	•				•	•		\$1,000
Audiophile	•	•	•	•	•	•	•	•		•	•	•	\$2,000
Landmark Sound	•	•	•	•	•	•	•	•	•	•	•	•	\$ custom

Listening Session

\$100/hr

The wide range of product features and price points offered in today's home entertainment market can overwhelm many consumers. LANDMARK is here to help. Rather than tell you what gear is best for you (which we believe can't be done), we show you how to listen critically to different equipment and find the pieces that YOU like best. We'll accompany you to your local retailers armed with market research, reference material, and years of listening experience to help you find the best combination of service and equipment for your entertainment goals. Finding your way to the equipment that best fits your budget and listening preferences can be a daunting task ... call LANDMARK SOUND LABS to schedule your **Listening Session**.



SoundCheck

\$500

LANDMARK'S **SoundCheck** service provides a basic tune-up for your home entertainment system. During a relaxed morning, afternoon, or evening we meet to discuss your tastes, your gear, and your room. Initial listening may reveal re-wiring or speaker re-positioning options to improve your system's sound. We then perform a level, delay, and polarity calibration of each channel, adjusting your surround processor and subwoofer accordingly. Further music and film listening clearly demonstrates each change to you, and allows us to adjust to your tastes. A LANDMARK SOUND LABS **SoundCheck** will help you realize the highest 'bang for the buck' from your existing gear.

Enthusiast

\$1000



For the home entertainment **Enthusiast**, LANDMARK offers a more comprehensive calibration and tune-up aimed at 5.1-channel 'separates' systems. While these rooms may be multi-purpose, a separate processor, amplifiers, and perhaps front L/C/R EQ allow some tailoring to your installation.



First, we meet with you to discuss your tastes, your room, and your equipment. Some initial listening is followed by a complete check of your wiring and installation to ensure that all your gear is running optimally. LANDMARK then measures each speaker's impulse response with our mobile electro-acoustics lab, both at your primary listening spot and at other seat positions. After analyzing your room's acoustics, we calibrate any processor and equalization settings to your installation. We may also recommend acoustic or electronic treatment to problems presented by your room.

Following some final listening and adjustment with you, we guarantee that you will notice the great leap in realism and impact delivered by your newly tuned **Enthusiast** sound system.

Audiophile

\$2000

Our **Audiophile** solutions are for the discerning customer who has dedicated a larger room to music and cinema entertainment. These rooms often include several rows of seats, large video projection systems, and custom interior finishing. The audio systems might have 7 or more built-in channels, room-compensation EQ for each speaker, multiple subwoofers with EQ, and acoustic treatments throughout.

Audiophile services involve a 2-day process. During our first visit, we meet with you to discuss your tastes in music and video material. We listen to your system and perform a full wiring and installation check, ensuring complete integrity of signal transfer from your source components right through to your loudspeakers.

This comprehensive set of acoustical, physical, and electrical measurements allows us to 'view' your room from many positions, completing a first-pass tuning and calibration before we head to the LABS for some in-depth analysis of your room's acoustic signature. We may recommend options for improvement or upgrade. Our second day in your room involves more music and film listening, with further measurement and calibration of your bass systems and the newly tuned mid/high channels.

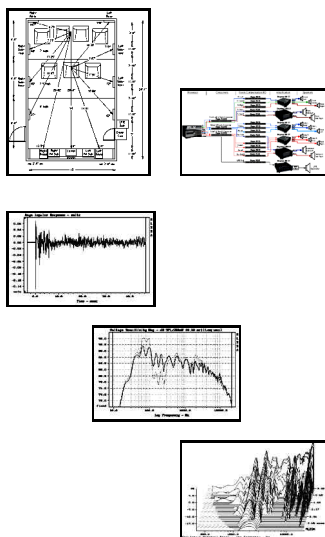
LANDMARK'S **Audiophile** solutions will introduce you to a home entertainment experience unparalleled in any commercial theater. Your favorite music and cinema features will speak with a single voice, as sound sources move effortlessly and naturally around you and your audience. HEAR the difference!



the Landmark Sound

\$CUSTOM

For new construction and custom finishing projects, we offer individualized consulting services to help you realize your home entertainment dreams. Our previous experience has shown us many rooms where a bit of acoustical design before completion would have helped the sound immensely. At LANDMARK SOUND LABS, we believe tasteful interior design and state-of-the-art audio/video systems can be tightly integrated to produce professional soundstage performance with all the comforts of home. Hand-crafted cabinetry, custom acoustic solutions, and carefully designed electric, HVAC, lighting, and control systems will invisibly ensure the highest performance possible from any equipment.



The **Landmark Sound** includes properly treated interior acoustics *and* properly designed isolation mechanics for your room. We help you and your installer avoid common mistakes like the high-frequency overdamping found in many contractor-designed rooms, while maintaining the airtight details necessary to keep the rest of your home quiet during your entertainment time.

Rigorous scientific modeling allows LANDMARK to 'see' how your room will sound before it is even constructed. With this predictive analysis and our extensive room design experience, we create acoustic treatments that are virtually invisible, fitting inside your finish cosmetics. Once any acoustic problems are tamed at the source, electronic techniques can be applied more gently to customize each channel to your audience locations.

With LANDMARK SOUND LABS guiding the design and implementation of your home entertainment project, you will experience a truly immersive environment where sounds naturally appear and transparently move around your room. For those who want to HEAR exactly what the producer intended and nothing else, the **Landmark Sound** guarantees an entertainment experience unavailable anywhere outside of your home.

LANDMARK SOUND LABS lets you HEAR the Difference!