

FOR IMMEDIATE RELEASE

Performance Media Industries, Ltd. (PMI), Broadens Custom Integration Offerings to CEDIA Channel

- **Highlighting PMI 2.0, a cutting-edge solution for video in private home cinemas**
- **Introduction of SBIC, an innovative electro-acoustic measurement technology that mimics the human auditory system**
- **Re-tooling of PMI Design Products and project support packages**
- **PMI Certified, a complete service package to ensure best in-class private home cinema**

CEDIA EXPO -- DENVER, CO – September 3, 2008 -- Performance Media Industries, Ltd., (PMI), a consulting firm specializing in the design and engineering of private home cinemas, comes off its best year-to-date and makes several key announcements at CEDIA in Denver today.

PMI's innovative 2.0 video projection solution allows for maximum picture size, regardless of the source's aspect ratio. The 2.0:1 screen design reduces the amount of screen masking between picture formats and provides the best method for displaying multiple aspect ratios and picture resolutions. This unique, yet elegant solution, represents the last screen a homeowner and their room will ever require by providing total flexibility and future proofing of the video screen system.

During CEDIA, PMI launches SBIC (Sliding Band Integration Curve), a dramatic new technique for measuring the electro-acoustic response of sound systems in small rooms so that the measurements directly correlate to what listeners actually hear. Taking into account the human ear-brain process, SBIC differs from other measurement systems that depend solely on how the microphone picks up sound energy. More details will be available during CEDIA.

PMI has re-tooled their design products, providing dealers with comprehensive turnkey documentation and project support with packages that range in price from \$3,500 to \$75,000. The PMI packages supply dealers and their project team with a roadmap to successfully delivering world-class home cinema performance. The

documentation in these packages includes specifications for the room's construction and acoustics, as well as sight line, aspect ratio, and image size to ensure optimized performance for any size home cinema.

"This is the year PMI storms the CEDIA Expo with our turnkey design products and technical innovation," says Terry Hill, General Manager for PMI. "More than ever, we have all the design products and tools a CEDIA dealer needs to create stunning performance and memorable experiences in private home cinemas."

The flagship of PMI's design products, PMI Certified, goes well beyond the traditional consulting services provided by PMI. In a PMI Certified private cinema, the dealer and customer are ensured the very highest standard of picture and sound performance. PMI is actively involved in every aspect of the project development, coordination, and quality assurance, in order to achieve an uncompromised result. The entire process follows a very specific set of performance criteria, and the private cinema receives a certification once all stages of the specifications are duly fulfilled.

PMI is exhibiting in Booth #160 at the Colorado Convention Center during the CEDIA Expo from September 4-7 in Denver. They invite CEDIA dealers and the press to learn more about their latest services and technologies.

About PMI

PMI, LTD. is a consulting firm specializing in the design and engineering of world-class home cinemas and professional studios. PMI has completed a broad array of projects throughout the world, including private home theaters for famous actors, directors and producers, as well as recording studios, broadcast facilities and high-end A/V dealer showrooms. PMI provides complete design/engineering packages, calibration services and also facilitates the entire construction and implementation process of the designed room. Constantly innovating and pushing the performance level of their systems, PMI's designs are comprehensive, covering every aspect of a project that will be implemented by its A/V dealer partners, architects, interior designers and builders.

Anthony Grimani founded PMI in 1999. As a veteran of Dolby Labs and Lucasfilm THX, he played a major role in developing many of the standards for home theater. Tony has assembled a professional team with vast experience in the fields of acoustics, physics, architecture, mechanical engineering and construction. PMI's design have won many awards including the Best Overall Large Home Theater category at CEDIA Expo 2007, and their work has been featured in

magazines such as *Home Entertainment*, *Audio Video Interiors* and *Home Theater*. PMI conducts training workshops and seminars worldwide about Home Theater Acoustics and Calibration. Please contact PMI at 415-454-2087 or visit www.pmiltd.com for more information.

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Source: PMI, Ltd.

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Photos, additional specifications, information, interview requests and product evaluations should be directed to agency.

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