

# THX<sup>®</sup>

CERTIFIED CINEMA



**Born out of George Lucas' vision to improve the way moviegoers experience feature films, today THX is a driving force in cinema, post-production and home entertainment. No other company has had such an impact on the quality of the cinema experience, setting a standard for sound and picture performance in cinemas around the globe.**

THX offers the world's premier standard for cinema quality. Not to be confused with surround sound technology offerings from companies such as Dolby<sup>®</sup> and DTS<sup>®</sup>, THX certification provides standards for architectural design and audio/visual equipment performance. The goal of THX Cinema certification is to reproduce the ambience of the professional post-production studio in the cinema auditorium. This allows moviegoers to get immersed in the onscreen action and enjoy every subtle detail of a film's sound effects, score, dialogue and visual presentation exactly like it was produced by the filmmaker.

Through its standards for acoustic performance, background noise, sound isolation and image quality, THX Certified Cinemas promise that every seat in the house is a good one.

*During the certification process, THX provides the following services to its cinema partners:*

- Feasibility study and integration of THX design standards into cinema architectural plans.
- Review of exterior noise sources, such as adjacent auditoriums, street traffic and concessions, to ensure nothing distracts audiences from the feature presentation.
- Testing of speakers and other audio components to make sure they perform to approved specifications.
- Detailed instructions for auditorium equipment installation and correct placement and positioning of loudspeakers.
- Measuring background noise to make sure it meets NC 30 at all octave bands; this ensures noise from air conditioning units and projection equipment doesn't mask the subtle effects in a film's soundtrack.
- Calibration of sound and projection system to industry and THX standards.
- Evaluation of cinema visual performance, including luminance, resolution, color, jitter and weave, as well as audience viewing angles in every seating position.
- Analysis of the projected image to verify that the entire image size is projected on the screen.



**For more information on THX Certified Cinemas contact:**

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