**GOLD** technical design Hidden Installation

**BEST** overall Hidden Installation

HIDDEN INSTALLATION

# When Design and Technology Collide

## An open, airy room features high-performance gear, though you'd never know it.

**An installer faced with the familiar homeowner edict—that a room must be equipped with state-of-the-art technology, yet the design of the room must reign supreme—has only one choice: to get creative. For Bekins, Inc., creativity was in fact the most important tool in the company's arsenal when navigating this challenging project.** They were tasked with hiding a Sony 65-inch LCD display, a Da-Lite 184-inch projection screen, a SIM2 projector, a rack full of equipment, and 15 Lutron Sivoia Roller Shades. And all of this was to be accomplished in a 40-foot-by-50-foot open room with 34-foot-high ceilings!

The first challenge Bekins addressed was hiding the Sony LCD in middle of the room. The furniture created for the room allowed the company to put an Auton lift for the television inside, but was not tall enough to fit both the lift and the television. Luckily, Bekins was involved in the design process from an early phase, which meant the builder was able to create a recess in the concrete to accommodate the lift. This "TV pit" allowed the furniture to remain at the desired height and still maintain full range of motion for the lift.

Another obstacle Bekins had to overcome was finding an appropriate screen size for the room and then hiding the screen in the ceiling. Because of the room dimensions and the throw of the SIM2 HT5000E projector, a 184-inch screen was necessary. The company designed a full-size cardboard template to confirm that the Da-Lite screen casing would fit before the actual installation took place. When activated, the almost 16-foot screen drops down from an inconspicuous recess in the ceiling.

While Bekins experienced many tough details on this installation, the most critical was the lack of equipment space. "Each location we suggested was already spoken for by the designers," says the company. "After looking at all of our options, we found a recess in the wall by the room's fireplace." The builder was able to create a hinged bookshelf that allowed Bekins to put the rack and equipment behind it. Without this innovative solution, the distance runs would have made HDMI very difficult and would have created a whole new set of challenges for the installers. Lutron shades are hidden in custom sills along the south wall's 15 windows, while the projector is housed discreetly in the ceiling, descending with the touch of a button on the AMX touchscreen. When the system is off, all the homeowners can see is a pair of Paradigm wall-mounted speakers. Very stealthy. ■

## equipment Contact the CEDIA ESC for a complete equipment list.

**AMX** MVP8400I Touch Panel, NI-4100 Processor, PSN6.5 Power Supply, NXD-1200V Touch Panel, AVS-OP-0808 HDMI Switch; **Anthem** AVM50V Surround Amplifier MCA50 Amplifier; **AudioQuest** HDMI Cables (4), HDMIA HDMI Cable, HDMIA7.0M HDMI Cable; **Auton** 1003PM Plasma Lift FLTMNT Mount, 900272 Control Box; **Da-Lite** 39159JKPC 184, DALIFT19 Lift; **DirecTV** Satellite Receiver; **Gefen** GTWAAUD2DIGAUD Converter, GTVDD2AA Converter; **Kaleidescape** K-PLAYER 6000 Digital Media Player; **Lutron** MISC. Shades (14), HRRWP120 RF Repeater Seetouch Keypads (4); **Middle Atlantic** SR4028 Rack; **Motorola** Cable Box; **Paradigm** AMS150R-30 Speakers (2), CC-590 Speakers (3), Ultracube 10 Subwoofers (2); **Panamax** MB1500 UPS Power Supply; **SIM2** HT5000E Projector VCM Mount; **Sony** BDP-S1000ES Blu-ray Player, KDL65W5100 65" LCD; **Tributaries** ELEC-HXC6IR HDMI Extenders (4), PWRC-T100 Surge Protectors (4)

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## time and expertise

| | |
|---|---|
| Client Interviews: | 10 |
| Electronic Design and Engineering: | 60 |
| Proposal and System Documentation Preparation: | 6 |
| Project Management: | 60 |
| Pre-wire/Rough-in: | 65 |
| Trim-out: | 20 |
| Programming: | 60 |
| Final Installation and Calibration: | 240 |
| Client Instruction: | 5 |
| Interior Design and/or Architecture by ESC: | 8 |
| Interior Design and/or Architecture by Others: | 40 |

**Total Hours to Complete:** 574