



A THEATER STORY

As the screen fades to black and the credits roll, you shake your head trying to return your brain to reality. The story, the visuals and the sound have all transported you to another world where you weren't just watching, you were one with the movie. But when you're looking for a company that can turn a room, any room, into a theater like this, it can be difficult to know where to start. At Magnolia, located inside select Best Buy stores, word of mouth has always been one of our biggest ways to bring customers through our doors. But if you don't know anybody who has been through this process, who do you talk to? We'd like to introduce you to James, who was more than happy to talk to us, and now you, about how Magnolia offered him the right ideas, brands and solutions to help him create his dream home theater. Here's his story, right from his "word of mouth."

Turning wants into reality

When I started my theater, I was looking for a turnkey solution. I wanted a company that could put in the racks, do the wiring, do all the AV, test it, and get it up and running. So I did some research and I went to a few different places; Magnolia was one of them. At the time, I didn't know they were inside a Best Buy store, but when I went in and met Danny Preast and Tim Sanford and they came out to my home to do an in-home consultation, I knew they were the right fit.

It started with the design. The space in my home was already a theater, but in working with Magnolia, we changed up the risers, turned closets in the back of the room into rack spaces, and pushed the columns out as far as we could to put in the biggest screen possible. My wife also wanted the starry-night ceiling, and it all came together beautifully.



Buckle up for cinematic perfection with dual stacks made up of components from McIntosh, Kaleidescape and Furman. These racks provide precision and power to this 7.2.4 system that includes MartinLogan Summit speakers and dual BalancedForce 212 subs.

The right audio is key

I'm an engineer and I've done sound engineering, so one of the things I wanted to make sure we got right was the audio. Magnolia has connections with Acoustic Geometry and they reached out to them and engineered a room layout that would have the right reflection and absorption of sound. Then, with McIntosh's room perfect technology, which sets all the phasing and frequency to the right levels for the acoustics in the room, they were able to eliminate dead spots. Now you don't hear reflections, you don't even feel like you're listening to speakers: you're just absorbed in sound.

Then, Magnolia told me about Dolby Atmos, and I thought, "I've got to have it." Dolby Atmos definitely makes the movie experience more immersive. With the above-you sound that follows all the motion appropriately throughout the room—whether it's an airplane or a helicopter flying over you, or an explosion behind or in front of you, like in any of the Transformers movies—the sound is where it's supposed to be. You almost forget that you're watching a movie, you feel like you're in it.

The experience

We mostly use this theater for the big movies, the latest releases and 4K films, and a lot of science fiction. The details put in from the audio, the 4K projector and the 150" screen are amazing. The quality not only in the filming but the score: they really come together here. All the artistic feeling that the director had in mind, you are much more likely to understand and feel when you're watching in a theater of this level. I know there are films that I've watched in the past, and they're exceptional movies, but you're just kind of an observer. But when you watch it in this theater, you see the details on the screen and hear it in the music, and you get more emotionally involved to the point you're grabbing your chair and holding on.

A strong relationship

It was great working with Magnolia. Professional, responsive and they knew their stuff. If there was a problem, they were here to figure it out. As far as a turnkey solution, I don't know that there are too many companies out there that can deliver the expertise across the broad spectrum of technologies to make something like this come to life.

They also have an after-care program for assistance after installation, which is great. On a system of this level, when you have so many different components and technologies integrated together, there's always something that's going to need to be upgraded or updated, or something that goes off line. To have their responsiveness on this type of system, that gets used so often, it's definitely worth it.

We couldn't have said it better James, thank you. If you've been looking for a testimonial or more insight into what Magnolia and Best Buy can do in your home, now you have it. From the products, to the services, to the expertise, you're covered. 



These high-performance MartinLogan Vanquish in-ceiling speakers deliver Dolby Atmos sound to this theater while the Sony VPLVW1100es projector provides stunning imagery to the 150" 2.35 cinema screen from Stewart.



The team: (Back row): Lead Installer, Philip Prisaznick; and Service Technician, Yas Kataoka. (Front Row): System Designer, Danny Preast; and Project Manager, Timothy Sanford.

