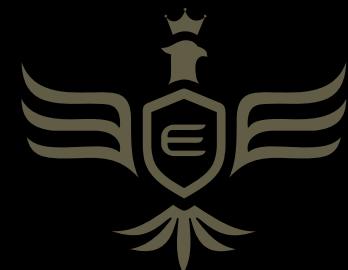


LUXURY THEATER SEATING



ELITE  
HTS

# SO, WHAT'S SO SPECIAL ABOUT ELITE HTS?

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Whether our client is a famous Celebrity, Professional Athlete, or a Home Theater Aficionado, we must adhere to the highest levels of quality and excellence. For this reason, all of our seating is Made in the USA and Canada.

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There are many public venues around the world that utilize our theater chairs for commercial use such as public VIP Cinemas. For that reason, our seating must be engineered to withstand a lot of continuous use and abuse. Our 10 Year Warranty is proof of our extreme confidence in our product.

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As the Manufacturer, we have unique customization abilities that allow us to execute a wide range of custom requests. It is a rare occurrence when we cannot accommodate a special request.

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Humble beginnings. As our first ever order of nine theater chairs was being built in an old abandoned barn ten years ago, the goal and vision of company founder Bobby Bala was to design the sleekest, highest quality theater seating available.

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Now, 10 years later, that reputation is well established as we proudly send our various custom creations from our new, state-of-the-art facility to our many satisfied customers all over the world.

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We are Theater Seating Specialists. It is all we do.

## SOME ADDITIONAL QUALITIES THAT TRULY SET US APART

- 10 Year Warranty.
- Standard Power Recline on all seating.
- Modular design allows for hundreds of custom options by mixing and matching various "arms" and "back rests". Interactively build your chair on our award winning website [www.elitehts.com](http://www.elitehts.com)
- Soft, Medium and Firm options allows the chair to be custom fitted to your preferences.
- Heavy Duty Workmanship. Average weight of recliner = 152 lbs (as opposed to 75-100 lbs for entry level seating)
- Historical low maintenance and repair.
- Excellent customer satisfaction history.
- Various Custom options including custom storage compartments, piping, dual tone seats, contrast stitching, custom logos, and even 24K gold plated cupholders.
- Various "low back" styles available for maximum acoustic efficiency
- Adjustable headrest option provides a fair balance between comfort and acoustic efficiency.
- Wall Hugger Design. (Only 4" of wall clearance required)
- Chiropractic endorsed, ergonomic design provides excellent lumbar support.
- Custom handmade craftsmanship. Not mass produced overseas.
- High-End Italian leather used exclusively.
- We are theater seating specialists. Our sole and primary focus is exclusively theater seating.



# WHAT TO LOOK FOR

SINCE A HOMETHEATER IS A SIGNIFICANT INVESTMENT, CAREFUL PLANNING AND RESEARCH IS WORTHWHILE.

Specifically regarding theater seating, there are many factors and qualities which make up a high quality theater recliner. When researching theater seating, asking the following questions can be helpful to ensure you are purchasing a theater seat that is built to industry standards.

## 1. WHAT IS THE TOTAL WEIGHT?

The overall weight of a theater chair can provide many clues as to its construction and quality. Entry level and mid-range seating typically weigh only 75 to 100 lbs per seat. Many times, this can mean the chair has been constructed poorly using "thin wall" wood construction and a lightweight, rickety recliner mechanism.

Elite HTS seats are the heaviest on the market weighing in at an average weight of 152lbs per chair. This weight is accounted for mainly by our 3/4" thick wall framing construction, and our heavy duty, "thick and chunky" industrial grade recliner mechanism.

## 2. WHAT KIND OF FOAM IS USED?

Low quality foam can start to lose form and support in as little as 3 months. It is very important for any type of furniture to use "low memory foam" that is high in density so that it can provide support for many years. Preferably, the foam should be high in density and supportive, yet still soft and comfortable at the same time. Elite HTS offers soft, medium and firm foam options so that you can customize the chair according to your preferences.





### 3. IS THERE LOWER BACK LUMBAR SUPPORT?

As previously mentioned, one of the most common ailments for many people are lower back problems. Discomfort in this area is accentuated as the length of time increases while sitting stationary. So it is imperative that the lower back and spine are properly supported. It is important to find a suitable balance of body support and styling when purchasing theater seating. After all, that is the primary purpose of any type of furniture; to provide comfort and support.

### 4. IS IT A WALL HUGGER?

A theater seat with a simple recline system pivots at the base of the seat, so sufficient wall clearance is required. The seat cushion remains stationary while the backrest reclines backwards. In comparison, a Wall Hugger moves the seat cushion down and forward, while the backrest reclines backwards. This allows the recliner to be placed only 4" from the wall behind it. This can be very beneficial for theaters with limited space and depth.

### 5. WHAT TYPE OF RECLINER MECHANISM IS USED?

A good quality recliner mechanism can be spotted by having thick steel arms, reinforced steel bracing, and a smooth, silky reclining motion. A poorly designed mechanism on the other hand will have thin, weak arms and a rickety reclining motion. Also, a manually operated mechanism such as a lever design for example, will only have limited recline positions. A motorized recliner however, allows the user to recline the seat to a fraction of a degree thus offering much more freedom and control.

### 6. HOW ARE THE ARMS REINFORCED?

One of the most common flaws of any type of recliner is a poorly designed frame. This can be the difference between a recliner lasting 2 years or 50 years. The main problems associated with a poor frame design are shaky/flimsy arms, excessive squeakiness and accelerated breakdown. Usually the main cause of this is the use of low quality cheap materials such as rejected plywood or the use of wood that is simply not strong enough or thick enough. Also, if just simple nails are used to build the frame, over time they can become loose from the constant shifting and bending of the wood frame.

It is highly recommended to use a combination of fitted joints, screws and glue to construct a strong frame. Lastly the arms of a recliner should be reinforced at the highest point possible. This prevents the arms from shaking and moving. If an arm is reinforced near its base, then it **will most probably** be prone to cracking and breaking at the joint which in turn will cause shaky/flimsy arms.

# ADDITIONAL FEATURES

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## ADJUSTABLE HEADREST

Elite HTS now offers 2 models with the adjustable headrest feature. This allows the pillow to fit perfectly in the nape of the neck, thereby providing excellent head and neck support. In addition, sight lines are precise because the viewer is always looking at the screen when reclined. Last, but definitely not least, is that the adjustable headrest allows the chair to be compatible to all members of the family with various body types and sizes.

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## PREMIUM FOAM, COMFORT AND LUMBAR SUPPORT

We use only the best cushioning foam that is manufactured with maximum resilience technology for hours of comfort and support. The foam is high in density and supportive, yet still soft and very comfortable at the same time. High quality flex webbing is used to support the foam instead of traditional springs, so no need to worry about old squeaky springs after a few years. Ergonomic, Chiropractic endorsed lumbar support eliminates virtually all lower back pressure build up.

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## FRAME

A combination of steel and premium wood is used to provide excellent structural integrity and support. The arms of our recliners are constructed to perfectly and seamlessly fit the inner frame and mechanism. This prevents having "flimsy arms" which is common if proper construction techniques are not used.

The base of any theater recliner is the most important part as it provides the foundation for the entire chair. Our base is actually hollowed out from a large, thick piece of wood, therefore there are no joints, moving parts, or nails that can become loose over time.





## UPHOLSTERY AND MATERIAL

Whether purchasing a theater chair in Valentino Leather, Silk Leather or CineSuede, you can be assured that only the highest grade materials are used. Top grade materials are of no use if they are not properly handled and processed. Our upholsterers and fabric cutters give attention to detail which results in sharp seams, exquisite stitching and pattern matches. There are over 50 separate patterns which make up the complex design for each of our models, so the upholstery process is quite labour intensive to say the least.

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## MOTORIZED, POWER RECLINE

Weighing over 60lbs, our industrial strength, "thick-and-chunky" motorized recline mechanism is whisper quiet. As opposed to manual recline with a lever, power recline allows you to precisely recline the chair to the optimum position and viewing angle. Motorized recline comes standard for all models. Manual, non-motorized recline is available upon request.

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## IPAD HOLDER

Our removable iPad holder slides in and out of the existing cupholder, and it snugly holds the iPad in place with its rubberized pins.

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## DESIGNED FOR ENDURANCE AND COMFORT

All of us have had to endure an uncomfortable experience at our local Cineplex while constantly shifting and adjusting to relieve the build up of pressure in areas such as the lower back. This negative experience prevents you from escaping into the world that you are watching on the screen. A theater chair is not defined by a simple overstuffed recliner with two cup holders placed into the top of the arms. A true theater chair provides excellent ergonomic support and is specifically designed and engineered for home theater viewing. A true theater chair provides ESCAPISM.

We collaborated with renowned Chiropractor Dr. Grant O'Neill to create a theater chair that provides optimal ergonomic support and comfort while still staying soft and "cushy".

After a lot of precise tweaking and adjustments of various foam types, placement and angles, the final creation is what we feel is the most comfortable theater chair ever made.

# VALENTINO LEATHER

Valentino Leather is our top quality line of buttery soft, Italian Leather.

Elite HTS uses only the finest Italian Leather that is not only durable, but soft and luxurious as well. Our leathers are dyed and treated using the highest standards to maintain color pigmentation and eliminate color fading.



Cream



Harness Brown



Midnight Black



Wine



Navy



Sandstone



Mocha



Hazelnut



Saddle



Tan



Henna



Khaki



Plum



Fire Engine Red



Chocolate

# SILK LEATHER

ADDICTIVE TO THE TOUCH

Silk Leather is a revolutionary new material that is luxuriously soft as silk, yet has the look and durability of traditional leather.

Looking closely, you can see that the material is porous which allows it to "breath", so the occupant stays cool and comfortable. At the same time, it is warm to the touch, so it provides a warm, cozy feeling even in cooler environments.

Since it is porous, it also allows for a generous amount of sound to "flow" through it, making it acoustically friendly as well.

Lastly, the material does not hold air in the cushion like traditional leather; this creates a very nice bouncy, "marshmallow effect" on the cushion.

Silk Leather is our Premium material and carries a 10% surcharge over our standard Valentino Leather.



BREATHABLE



DURABLE



SOFT



EASY TO  
CLEAN



EARTH  
FRIENDLY



WATER  
REPELLENT



CLIMATE  
CONTROL



KID & PET  
FRIENDLY



■ French  
Vanilla



■ Camel



■ Desert  
Clay



■ Sand



■ Putty



■ Aztec



■ Salsa



■ Pompeian  
Red



■ Cabernet



■ Coffee  
Bean



■ Bark



■ Cinnamon



■ Sienna



■ Stellar



■ Jewel



■ Night  
Navy



■ Truffle



■ Black  
Onyx



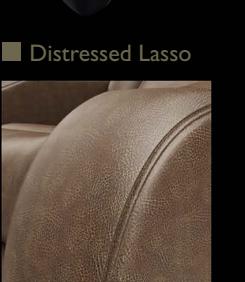
■ Sterling



CUSTOMERS  
OWN MATERIAL



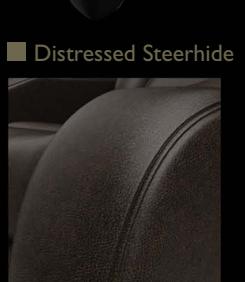
■ Distressed  
Buckskin



■ Distressed  
Lasso



■ Distressed  
Bridle



■ Distressed  
Steerhide

# C.O.M.

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## CUSTOMERS OWN MATERIAL

Many of our various clients and designers use C.O.M. (Customers Own Material)

It's always fun and interesting for us to see unique and exotic looking theater chairs that are shipped out every day. Like snowflakes, rarely are two orders ever the same.





Project : Shirley Kleijn Interiors and Jaheny Custom Builders



# WOOD TRIMS

Elite HTS now offers a variety of rich and luxurious custom wood trim options.

Below are some of our most popular colors and wood trims shown on the "J" Arm. The finishes shown can also be used on most other arm styles as well.

Matte or glossy finishes can also be specified, along with darker stains or natural clear coat finishes.

Custom wood species and stains available upon request.

Black Walnut w Natural Finish



Macassar Ebony



Espresso Maple



Piano Black



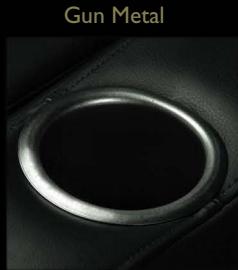
Titanium Birds Eye Maple



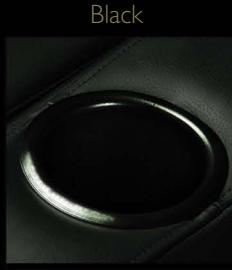
# CUPHOLDERS

Made of top quality metals, our scratch and chip resistant cup holders are made to withstand a lifetime of use. The extra wide 3.5" inside diameter can accommodate the largest of soft drinks or even a bottle of wine. Cupholders are optional, so chairs built without cupholders are also available upon request.

Special order colors and plating such as 24k Gold is also available upon request.



Gun Metal



Black



Copper



Silver

# SOFT, MEDIUM OR FIRM?

Since we are the manufacturer, we can custom tailor various aspects of the theater chair including the foam firmness. We offer Soft, Medium and Firm options however 90% of our customers choose our standard "Medium" foam firmness. Clients who choose Soft or Firm usually have very specific requirements or an affinity for either foam type.

As opposed to some types of seat cushions that can "bottom out" even after a few months, Elite HTS uses only the highest quality 3 lb "low memory foam" that is high in density so that it can provide support for many years.



# SWIVEL TRAYS

## Custom Swivel Trays

Custom swivel trays are also now available for most arm configurations. The swivel tray slides into the existing cupholder and can be removed at any time. Available in any custom wood type or stain.



# STORAGE

## Custom Storage Compartments

Custom storage compartments are now offered for most arm styles. Storage lid available upholstered as shown, or with any wood finish.



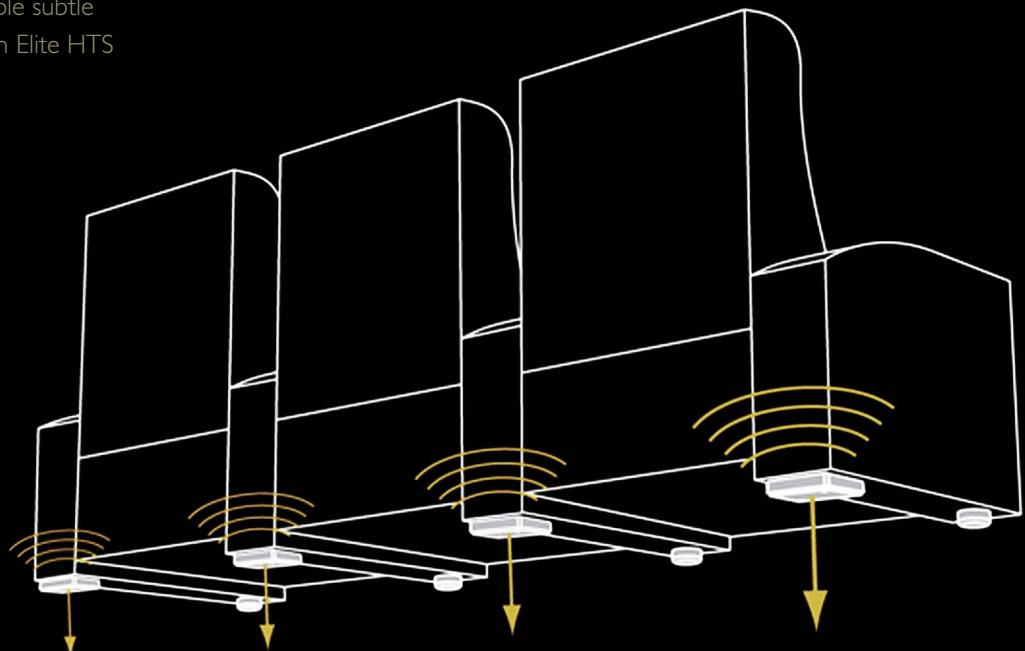
# CROWSON TES 108

## Feel The Bass



Elite HTS is proud to offer the Crowson TES 100 (Tactile Effects System) as a premium option. Crowson Technology's patented LDD™ technology delivers the world's only audiophile-grade low frequency motion. The Crowson product was awarded the About.com, HOME THEATER PRODUCT OF THE YEAR FOR 2005.

Unique among low-frequency devices, the Crowson Linear Actuator sits on the floor and the seating is placed on top of it. Elite HTS goes one step further and recesses the Actuator within the arm, so it is out of sight. The weight of the chair compresses the Actuator and then your entire seat comes alive when it intelligently detects low frequency sound effects, delivering tight, realistic physical motion instead of just creating vibrating or buzzing effects like older technology bass enhancing products. From the barely perceptible subtle resonance of a cello, to an earth quaking rocket launch, Crowson Motion™ with Elite HTS transports you into a visceral experience.



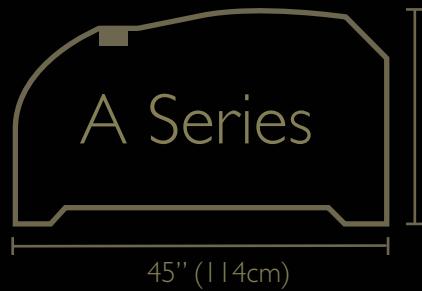
# MIX & MATCH

All of our theater chairs are modular, which allows the various "Arm" styles and "Back Rests" to be mixed and matched together; thus creating a wide variety of unique configurations. All of the "Arms" are lettered (A through S), and all of the "Back Rests" are numbered (1 through 12). So for example, the "A" Arm combined with the #3 Back Rest, creates configuration A3 shown below.



Model A3  
Color : Charcoal

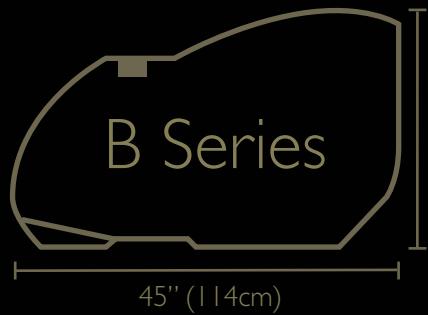
Long sweeping curves and lines of the "A" arm define the shape of this sporty yet elegant design. Shown with optional Diamond quilting and stitching. Custom Diamond quilting is available on all Elite chair styles as per customers specification.



A perspective view of a row of brown leather theater seats. The seats are arranged in a staggered pattern, facing towards the right. Each seat features a large, curved backrest with integrated headrests and a wide, padded seat. The armrests are also padded and have circular cup holders. The floor is made of dark wood planks.

Model B1  
Color : Mocha

The very modern, contemporary design of the "B" arm is accented with an angled, stainless steel foot.



A row of Model C3 theater seats in Bordeaux CineSuede fabric. The seats are arranged in a staggered pattern, facing towards the right. Each seat features a large, curved backrest and a wide seat. A cupholder is located on the left side of each armrest. The floor is covered with a dark, checkered carpet.

Model C3  
Color : Bordeaux CineSuede

A top seller. The short, 36" length of the "C" arm makes it ideal for rooms with limited depth. Cupholder is positioned forward and out of the way.





Model D9  
Color : Desert Clay

Classic design of the "D" arm is accented by solid wooden legs that are available in any custom wood species or wood stain. Shown with optional Diamond Quilting.





Model F9  
Color : Henna  
Wood Trim :  
Ash w Clear Coat

The "F" arm features a hidden, slide out cupholder which is the perfect solution to those who prefer an alternative to visible metal cupholders. Custom wood species and stains available upon request.

F Series

24" (61cm)

39" (99cm)

F1



F2



F3



F5



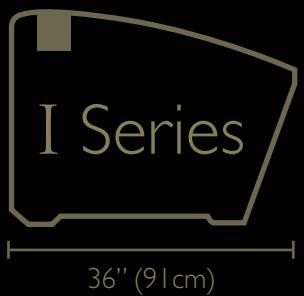
F9





Model i2  
Color : Charcoal

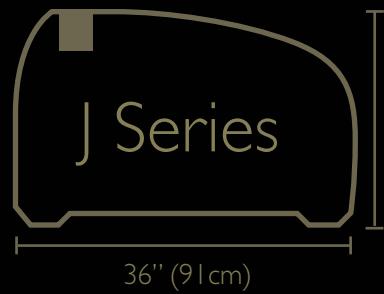
Compact arm size only measures 36" long.  
Perfect for theaters with limited depth.  
Shown with optional Diamond Quilting.



Model J9  
Color : French Vanilla  
Wood Trim :  
Titanium Birds Eye Maple



The elegant design of the popular "J" arm features a classy wooden accent that is available in a variety of rich wood trims.



J Series



J1

J2



J3

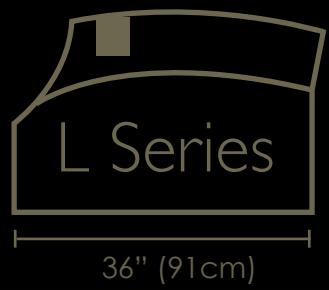
J5

J9



Model L1  
Color : Black Onyx  
w Silver Tacking

A traditional design with a subtle modern flair.



L1



L3



L5



L7



L9





Model N1  
Color : Dark Cherry

A simple yet classic contemporary arm profile that is one of our most popular designs.



22" (56cm)

36" (91cm)

N1



N2



N3



N5



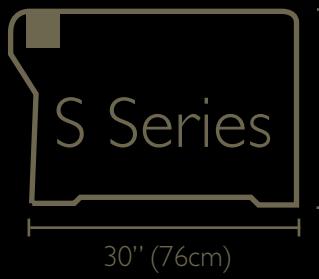
N9





Model S5  
Color : Chocolate  
Wood Trim : Piano Black

A unique, modern-classic design that features a whimsical wooden corbel along with matching wood trim, and traditional tufting.



# THEATER PLANNING

## Planning Tips

THE FOLLOWING TIPS CAN BE VERY HELPFUL DURING THE CONCEPTUAL, PLANNING STAGE OF YOUR HOMETHEATER PROJECT.

### 1. WALL CLEARANCE

Elite HTS uses a “wall saver” incliner mechanism that only requires 4” inches of wall clearance behind the chair. This allows the back row to be placed very close to the wall. Aisle space in front of the chair is also maximized since the front row does not encroach into the aisle space while reclined. This can be very beneficial for theaters with limited overall depth.

### 2. AISLE DEPTH

The average distance of an extended footrest in front of a reclined chair is 24”. So therefore, this is the minimum recommended aisle depth between rows. Optimum distance between rows is 30” to 40”.

### 3. RISER HEIGHT

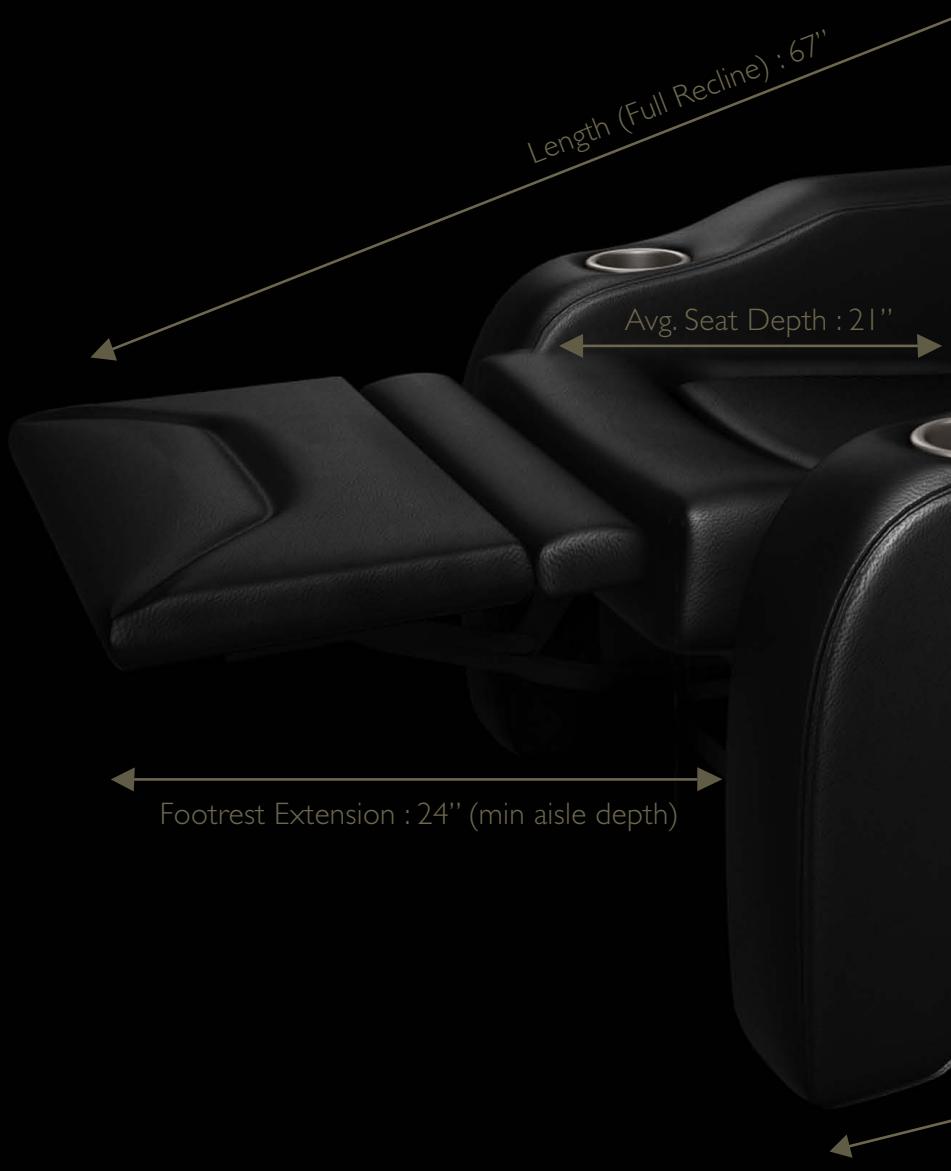
A riser (platform) height of 5” to 8” is recommended so that the occupants in the back row can see over the front row.

### 4. POWER REQUIREMENTS

Each motorized chair runs on low voltage (110v) and only draws 2.0 amps per chair. (International converters available) Each chair has its own plug; however all chairs within a row can be plugged into the same outlet using a power bar or extension wire. To avoid running wire, an outlet can be installed directly beneath a row of chairs.

### 5. EXPERT LAYOUT PLANNING

Have our team of Layout Specialists design a custom layout configuration for you. This is the best way to ensure that sight lines will be perfect, in addition to the space being perfectly utilized and optimized.





# CUSTOM ENGRAVING

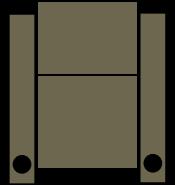
Custom company logos and crests can either be embroidered or engraved as shown in the example below.



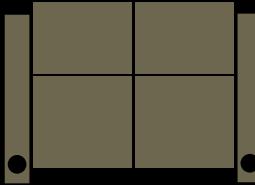
# LAYOUTS

CUSTOM CONFIGURATIONS AVAILABLE UPON REQUEST

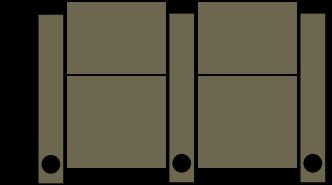
Single : 35" (89cm)



Loveseat : 58" (147cm)



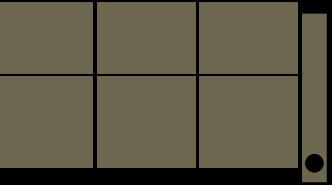
Straight Row of 2 : 64" (163cm)



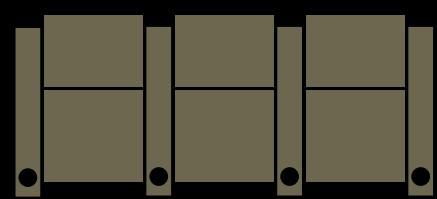
Curved Row of 2 : 69" (175cm)



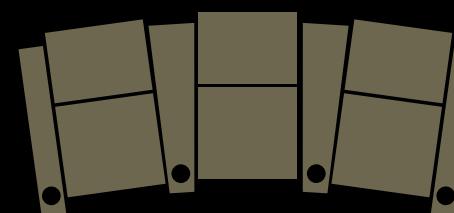
3 Seat Sofa : 81" (206cm)



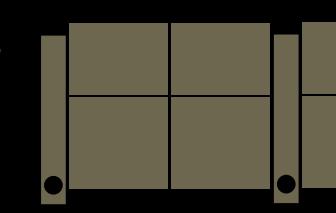
Straight Row of 3 : 93" (236cm)



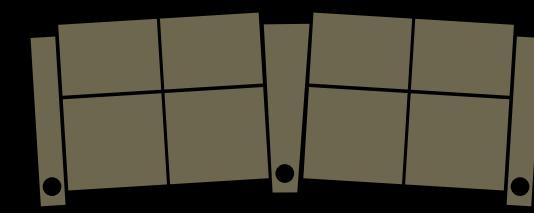
Curved Row of 3 : 103" (262cm)



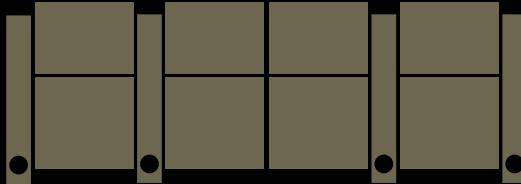
Double Loveseat : 110" (279cm)



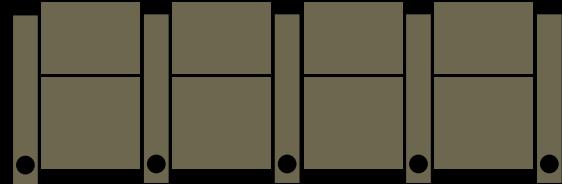
Curved Double Loveseat : 115" (292cm)



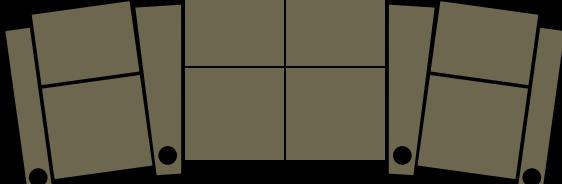
Straight Flanked Loveseat : 116" (295cm)



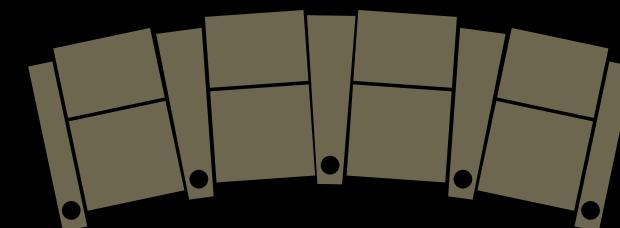
Straight Row of 4 : 122" (310cm)



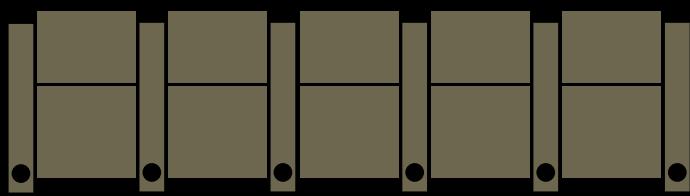
Curved Flanked Loveseat : 126" (320cm)



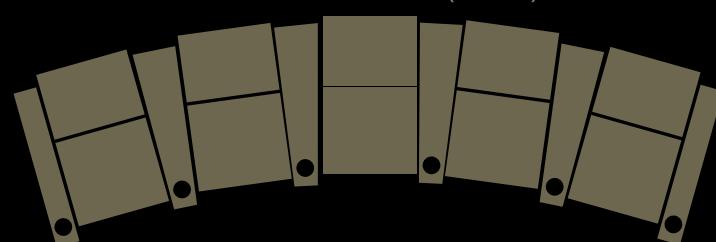
Curved Row of 4 : 137" (348cm)

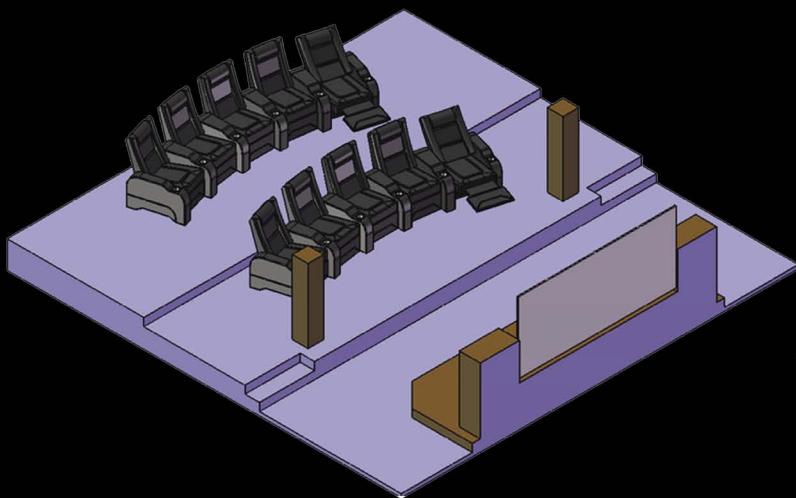


Straight Row of 5 : 151" (384cm)



Curved Row of 5 : 171" (434cm)

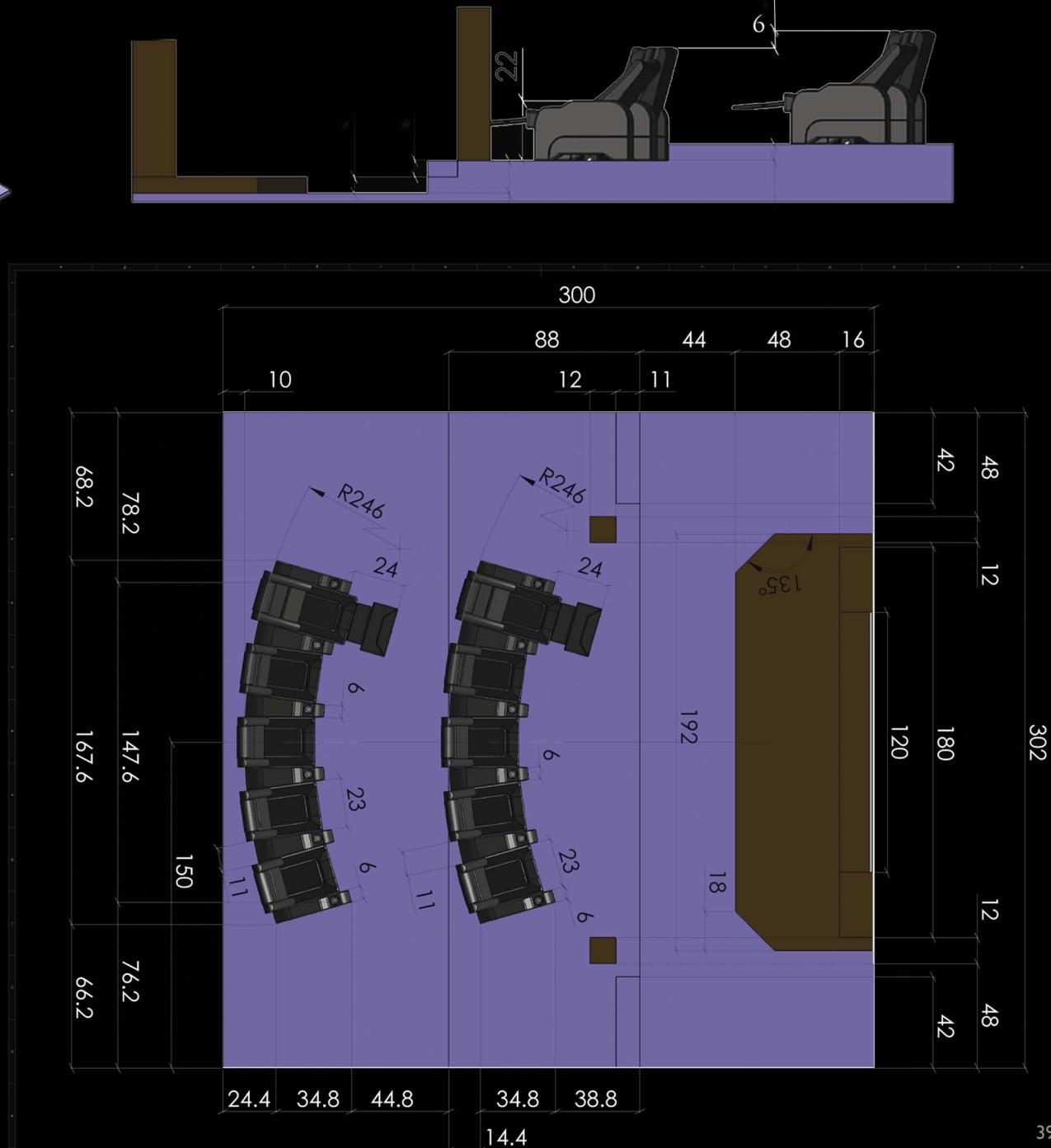




# LAYOUT DESIGN SERVICES

Using our specialized theater layout program, our team of 3d Artists can assist you in the planning of your theater seating layout.

Sight lines are also perfectly aligned to the screen, so everyone has the best seat in the house.





Elite Home Theatre Seating Inc  
Unit 406, 17665 66A Avenue  
Surrey, BC Canada V3S 2A7  
Tel : 604 575 8310 - Fax : 604-575-8329  
[sales@elitehts.com](mailto:sales@elitehts.com)

Elite HTS UK - Europe  
Unit 37 Elderpark Workspace  
100 Elderpark Street, Glasgow, UK G76 8SJ  
Tel : 0141 445 4195  
[sales@elitehts.co.uk](mailto:sales@elitehts.co.uk)

[www.elitehts.com](http://www.elitehts.com)