

## **PRESS RELEASE**

### **Enjoy a luxury home cinema experience**

*Claire Gibson from leading motion-seating brand, La-Z-Boy, provides her top things to consider when investing in home theatre seating.*

21 June 2016, Johannesburg: For many, owning your own in-home theatre is what dreams are made of – it doesn't get better than being able to enjoy cinema-quality entertainment in the comfort of your own home. Although many people do a lot of research regarding the audio-visual equipment that is required for such a set-up, it is important to remember that when it comes to home cinemas, the seating is just as important as the technology.

Says Claire Gibson from leading motion seating brand, La-Z-Boy: "Anybody who has sat through the Star Wars Trilogy on uncomfortable seating, and ended up sounding like Chewbacca at the end of the ordeal, will understand just how important choosing the right seating for your home cinema is. The fact is that you will be seated for a minimum of the duration of a full-length movie, which is on average between one and a half, to two hours long. As such, it is important to choose seating that is not only comfortable, but something that supports your body correctly, as well as being stylish and durable.

"La-Z-Boy motion seating is the ideal choice for any in-home cinema. We offer specific home theatre suites that offer everything you need for enjoying a cinema-quality theatre experience in the comfort of your own home – except for the popcorn machine!"

She offers the following considerations that ought to be reviewed before making your final purchase decision:

#### **1.) Measure up**

Before you can start the selection process, it is essential to have a clear understanding of the size of the room in question. Once you have measured up your home theatre room, you can start to work out what space you have for seating. Remember that you can't place the seats too close to the screen, as it will decrease the viewing quality. You also shouldn't sit too far from the screen, as it will make it difficult to appreciate the high definition.

There are many different, very technical calculations that are required to determine the optimal viewing distance in a space, however, for the average person, it is easier to use a specified calculator from the Internet, such as the following one that is free to use: <http://www.engineeringcalculator.net/home-theater-calculator.html>. Note that, depending on the size of your room and television, an optimal viewing distance may be impossible to achieve – which is why you must remember to invest in an appropriately sized television before you buy the seating.

## **2.) Comfort considerations**

Motion furniture comes in all shapes and sizes, so it is important to sit in your motion furniture and give it a “test drive” for comfort before making any purchase decisions. After all, if this is the seating you are going to choose for your home theatre, you are going to be sitting in it for extended periods of time. See how the seating fits the contours of your body and assess how comfortable it is.

Any motion furniture should be easy to operate and smooth in movement. It should also offer various sitting positions for optimum comfort and utilisation – the back and footrest of any La-Z-Boy recliner for example, reclines individually to provide a total of 18 different comfort positions. They also boast one continuous reclining surface, which guarantees full body and lumbar support in all 18 positions. For added safety, its footrest can be locked in three different positions.

## **3.) Get the look**

Of course, aesthetics are an important consideration as well. Cinema seating comes in a wide variety of shapes, sizes and upholstery options. Today, they needn't be the traditional chunky designs of the past, as there is motion seating that boasts streamlined and contemporary aesthetics.

Upholstery is another extremely key consideration. Leather is the most expensive, and it is easy to understand why – it is beautiful to look at, comfortable to sit in, easy to clean, and incredibly durable. However, if leather is just not in your budget, today there are a number of faux leather options that look exactly like the real thing and offer all the benefits of genuine leather, but at a much more affordable price point. Of course, traditional fabric upholstery is also a winner regarding comfort and style, and it is especially recommended in very hot and humid areas.

## **4.) Choose a well known brand**

For added peace of mind, it is important to choose a brand that has earned a reputation for providing comfort and quality that lasts. Fly-by-nighters might offer cinema seating at more affordable prices, but the quality of this seating cannot be guaranteed. La-Z-Boy for example, remains one of the world's most recognised and trusted furniture brands and it is available in a wide variety of selected retailers throughout South Africa. All La-Z-Boy furniture comes with a 10-year limited warranty.

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Released on behalf of La-Z-Boy ([www.la-z-boy.co.za](http://www.la-z-boy.co.za)) by The Line ([www.theline.co.za](http://www.theline.co.za)).