

IRWIN SEATING COMPANY  
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**"PLEASE  
 TAKE YOUR  
 SEATS!"**



H O M E T H E A T R E

# IRWIN SEATING

C O M P A N Y

PERFECTING COMFORT WITH STYLE

**EXCELLENCE IN MANUFACTURING, PRODUCT QUALITY AND CUSTOMER CARE.**

Irwin Seating Company's continued commitment to manufacturing excellence and customer support has earned its recognition by the Association for Manufacturing Excellence (AME) and certification by the International Organization for Standardization (ISO 9001-2000). All Irwin product is built and tested to standards set by the Business & Institutional Manufacturer's Association (BIFMA).

In 2002 and 2003 independent retailer surveys, the Irwin Seating Company's Home Theatre Division was voted Number One for product quality and reliability; quality of sales representatives; ease of doing business; promptness of delivery and quality of customer service.

Irwin Seating Company is a proud member of the Consumer Electronics Association (CEA) and the Custom Electronic Design and Installation Association (CEDIA).

Designed by Muto Communications / www.mutocomm.com





**IRWIN  
SEATING  
COMPANY**

**"PLEASE TAKE  
YOUR SEATS,  
THE SHOW IS  
ABOUT TO  
BEGIN!"**



There's hardly more exciting words than those when it comes to entertainment and our love affair with the movies. We look forward to being transported to another place and time where we can temporarily suspend reality and leave all of our worries behind.

And when we "take our seats" and the lights begin to fade, the screen comes to life and the music starts to play, we sit back and take a deep breath... relax... and let ourselves go into another world, if just for a little while.

But how far we let ourselves go and how relaxed we become is often more about how comfortable we are than how good the movie is.

That comfort is what the Irwin Seating Company has been all about since the early days of cinema. We know what real comfort is because since 1907 we've been the number-one choice for some of the finest theatres in the world.

We've made seating a science and we've set the standard for theatre seating design. Irwin Seating Company's line of home theatre seating raises the comfort and functionality standard even further by incorporating the most advanced techniques in engineering, style and ergonomics for the ultimate home theatre experience.

We have families of seats for your unique style, decor and budget. Whether it is an Ambassador, a Performance VIP, a Marquee or a Springfield, we have the right seats for your dedicated home theatre. So, please take a moment to take your seats, the show is about to begin.



INSTALLATION BY **STONE-GLIDDEN HIGH PERFORMANCE HOME SYSTEMS**, KING OF PRUSSIA, PA

# AMBASSADOR FAMILY

Pamper yourself with Irwin Seating Company's Ambassador family of home theatre seating. Ambassador's rounded back and ergonomic form provide the ultimate in support with a style that's both majestic and refined. And its therapeutic "Huggy-Back" foam is sure to envelope you in comfort, letting you drift away into the magic of your favorite movie. Available as a lounger, standard theatre chair, rocker or loveseat, the Ambassador family combines the very best in style, comfort and durability.

**STYLE**  
**Ambassador Loungers**

**MODELS**  
 SINGLE CHAIRS  
 LOVESEATS  
 STRAIGHT ROWS  
 CURVED ROWS

The Ambassador Lounger was designed to complement this family's popular theatre chair models. Ambassador Lounger's manual two-position recline mechanism perfectly extends to the most desirable movie-viewing position. And its space saving, zero clearance design makes placement against a back wall or riser easy. Standard features include Irwin Seating Company's custom "Huggy-Back" foam and cup holders. Options include straight or curved rows; center consoles with storage; and a choice of velvet, leather or COM\* upholstery.



Winner of Custom Retailer Magazine's 2003 "EXCITE" award



FOR MORE INFORMATION 1.905.567.6656 [www.irwinhometheatre.com](http://www.irwinhometheatre.com)

**STYLE**  
**Ambassador HT**

**MODELS**  
 STANDARD CHAIRS  
 ROCKERS  
 LOVESEATS

Engineered to conform to the body, Ambassador HT is a luxurious theatre chair ready to take on hour after hour of moving viewing entertainment. Its pillowed neck and side bolster design work flawlessly to deliver total lumbar support and comfort. For increased freedom of movement, Ambassador HT Rocker incorporates a gentle, yet flexible rocking motion. And its 41-inch high-back design is sure to be a hit with even the tallest of people! Options include therapeutic "Huggy-Back" foam; a choice of three different end-leg styles; two seat bottom styles; upholstered cup holder armrests; contrast back welting; center consoles and upholstery in either velvet, leather or COM\*.



standard end-leg and fully upholstered seat



\* Customers Own Material

# PERFORMANCE VIP FAMILY

If the seating defines the room, then the Performance VIP Family will instantly transform your home theatre into a world-class private cinema. This commanding line of chairs exudes a sophistication and elegance unmatched by any other home theatre chair. Its strong lines and bold, impressive design artfully combine luxuriant leather and polished wood resulting in a sumptuous family of chairs reserved for only you and your most distinguished guests. Available in a recliner, club chair and theatre-rocker versions, the Performance VIP Family is the new definition of opulence.

\*Power and components must be supplied and installed by certified electrician.

**STYLE**  
Performance VIP Recliners

**MODELS**  
SINGLE CHAIRS  
LOVESEATS  
HIGH-BACK  
LOW-BACK



This ultra-luxurious and exquisitely tailored Performance VIP recliner is available in a variety of design and comfort options including furniture-finish wood table-tops and accents; manual or power recline; and heat, massage and adjustable lumbar support. Chair arms can be ordered with either hidden storage for accessories or modified for easy power and data connectivity\*, ideal to use with your favorite electronic gadgets! Audiophiles will appreciate the low-back version with optional telescoping and articulating headrest that maximizes surround sound speaker effects. And video enthusiasts will appreciate Irwin's special recline feature that enables full footrest extension in both movie-watching and fully reclined positions. Optional Bass Shakers ensure every thump, thrust and shake of your favorite action movies!



Winner of Electronic House Magazine's 2004 Product of the Year Award

FOR MORE INFORMATION 1.905.567.6656 [www.irwinhometheatre.com](http://www.irwinhometheatre.com)

**STYLE**  
Performance VIP Club Chairs

**MODELS**  
SINGLE CHAIRS  
LOVESEATS  
SOFA  
COMBINATIONS

The Performance VIP Club Chair offers roomy 24-inch wide seating while maintaining a footprint small enough to maximize seating layouts. Club Chair's articulating back provides a gentle rocking motion for increased freedom of movement and comfort. The special 38-inch high back is tall enough to provide optimal support yet low enough to maximize surround sound speaker effects – hence the name Performance! Optional Bass Shakers installed into the chair ensure all the thumps, thrusts and shakes of action movies! Stylish end-arms feature high quality furniture-finish tabletop surfaces and exquisite wood accenting. Available with "fixed legs" in between chairs or flip-up armrests that tuck away between the backs making cozy sofa and loveseat combinations.



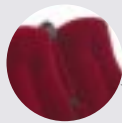
# P PERFORMANCE VIP FAMILY

STYLE

Performance VIP  
Théâtre-Rockers

MODELS  
SINGLE CHAIRS  
LOVESEATS  
SOFA  
COMBINATIONS

Performance VIP Theatre-Rocker carries the same strong lines and bold, impressive design of the Performance VIP Recliner and Club Chair models. An excellent choice for an entire theatre, the Theatre-Rocker is also ideal for secondary or rear row seating, perfectly complementing any of the Performance VIP models. This fully upholstered chair incorporates an articulating back that provides a gentle rocking motion for increased freedom of movement and comfort. And its 38-inch high back provides optimal back support while maximizing surround sound speaker effects. Flip-up center armrests tuck away between each back to accommodate loveseat or sofa combinations.

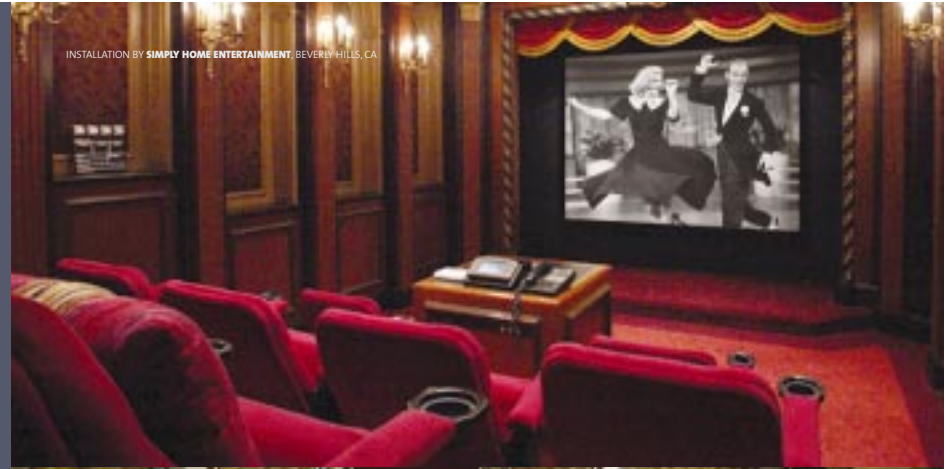


flip-up  
center arm



fully upholstered seat,  
back and end-leg  
all standard features

FOR MORE INFORMATION 1.905.567.6656 [www.irwinhome theatre.com](http://www.irwinhome theatre.com)



INSTALLATION BY SIMPLY HOME ENTERTAINMENT, BEVERLY HILLS, CA



INSTALLATION BY THEO KALOMIRAKIS THEATERS, NEW YORK, NY

# MARQUEE FAMILY

The understated elegance and graceful design of the Marquee family makes this classic line a popular choice for the discriminating home theatre enthusiast. Tasteful and warm, this handsome family of chairs evokes a relaxed and easy-going quality with its flawless lines and pleasing curves. So sit back in comfort and enjoy the latest Hollywood feature-film in this time-honored cinema chair.

**STYLE**  
**Marquee HT**  
**MODELS**  
 STANDARD CHAIRS  
 ROCKERS  
 LOVESEATS

The Marquee HT features a 36-inch high contoured back that is tufted and fully-upholstered on both front and back. Engineered to conform to the body, the ergonomic design of the seat and back maximizes lumbar support. Options include a choice of three different end-leg styles; two seat bottom styles; contrast back welting; center consoles; upholstered cup holder armrests; and quality upholstery in either velvet, leather or COM.\*



loveseat with standard end-leg and cupholder



Neapolitan cast end-leg

shown with all standard features

fully upholstered seat, black end-leg design, upholstered cup holder and leather upholstery



\* Customers Own Material

**STYLE**  
**Budget Marquee**  
**MODELS**  
 STANDARD CHAIRS  
 ROCKERS

The Budget Marquee series offers the same comfort and winning design as the original Marquee with trims and finishes that keep the budget-conscious in mind. Featuring an outer back constructed of high-density injection molded linear polyethylene; end-panels finished in tough black plastic laminate, and durable stained black maple armrests, Budget Marquee is a tried and proven workhorse that will invite you back for endless movie showings. A wooden cup holder armrest design is available as an option.



standard chair with wooden cup holder armrest



contoured outer back

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# SPRINGFIELD FAMILY

This gorgeous, Victorian-style theatre chair emanates an old-world elegance that's sure to impress. Modeled after the ornate and beautifully crafted theatre chairs of 19th century England, the Springfield will bring you, your family and your guests back to a time when style and elegance were an art form. With hand painted cast end-panels and chair backs made from plush velvet and polished hardwood oak veneer, these exquisitely designed chairs radiate a baroque sophistication worthy of a museum piece.

STYLE	
Springfield HT	
CONFIGURE	STANDARD CHAIRS
	ROCKERS
	HIGH-BACK
	LOW-BACK

The Springfield boasts a beautiful wood reveal inner back that is seldom, if ever, made available in home theatre seating. Its optional rocking feature provides a gentle rocking motion for increased freedom of movement and comfort. Additional options include either Baroque or Fulton style end-legs; choice of 35-inch or 32-inch back heights; beautifully handcrafted scrolled oak armrests; standard chair or rocker styles (rocker requires Baroque end-leg design); choice of three stain finishes and upholstery in either velvet, leather or COM\*.

\* Customers Own Material



FOR MORE INFORMATION 1.905.567.6656 www.irwinhometheatre.com

## THE IRWIN DIFFERENCE

Since 1907, the Irwin Seating Company has been committed to designing and manufacturing the world's finest theatre seating. Our passion for customer satisfaction along with an unwavering attention to detail has made us a leading provider of commercial theatre seating for nearly 100 years.

This dedication enables us to engineer the most advanced and ergonomically designed home theatre seating available today. So comfortable, in fact, that many of our products can be found in the most opulent home theatres and private screening rooms of many top Hollywood movie directors and actors.

Leading designers agree that dedicated seating separates an authentic home theatre from just another entertainment room, and how that seating looks and functions has an enormous impact on your entire home entertainment experience.

Unlike any other seating manufacturer, Irwin Seating Company offers complete families of seats allowing for various approaches of style and functionality while maintaining a similar look and feel that is guaranteed to satisfy even the most discerning interior designer.

Our specialized home theatre staff is available to assist with seating layouts, sight line analysis and model selection. All Irwin Seating Company's products are hand-made to order and are usually delivered to the dealer within a 2-3 week time frame.

Please contact one of our home theatre specialists today; we'll be happy to discuss what solutions make the most sense for your particular seating needs.

# OPTIONS

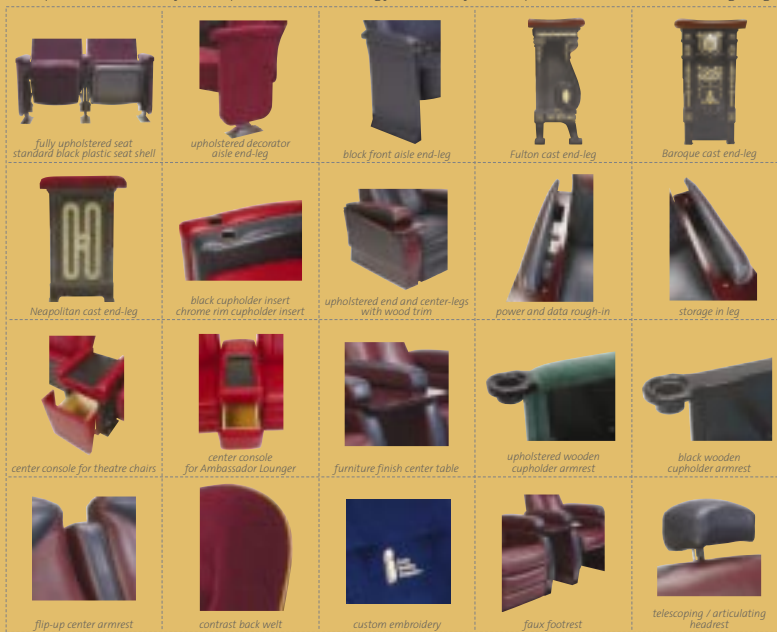
AMBASSADOR HT  
 AMBASSADOR LOUNGER  
 AMBASSADOR LOVESEAT  
 PERFORMANCE LOUNGER  
 PERFORMANCE VIP ROCKER  
 PERFORMANCE VIP RECLINER  
 MARQUEE HT  
 MARQUEE LOVESEAT  
 BUDDEE LOVESEAT  
 SPRINGFIELD LOWBACK  
 SPRINGFIELD HIGHBACK

Back Height	41"	41"	41"	38"	38"	34"	41"	36"	36"	32"	35"
Back Height Fully Reclined	-	-	37.5"	-	-	28"	34"	-	-	-	-
Clearance Required to Back Wall	1'	1'	1'	7"	7"	5"	6"	1"	1"	1"	1"
Standard (Non-Rocker)	S	S	S	-	-	S	S	S	S	S	S
Rocker	0	-	-	S	S	-	-	0	-	0	0
Upholstered Outer Back	S	S	S	S	S	S	S	S	S	-	-
Black Plastic Outer Back	-	-	-	-	-	-	-	-	-	S	-
Wood Reveal Outer Back	-	-	-	-	-	-	-	-	-	S	S
Therapeutic "Huggy-Back" Back Foam	0	0	S	-	-	S	-	-	-	-	-
Flip-up Seat	S	S	-	-	-	-	S	S	S	S	S
Fully Upholstered Flip-Up Seat	0	0	S	-	-	-	0	0	-	0	0
Black Plastic Seat Shell	S	-	-	-	-	-	S	-	S	-	-
Black Metal Seat Shell	-	-	-	-	-	-	-	-	-	S	S
Upholstered Decorator Aisle End-Leg	S	S	-	-	-	-	S	S	-	-	-
Block Front Aisle End-Leg	0	0	-	S	-	-	0	0	-	-	-
Fulton Cast End-Leg	-	-	-	-	-	-	-	-	-	S	S
Baroque Cast End-Leg	-	-	-	-	-	-	-	-	-	0	0
Neapolitan Cast End-Leg	0	0	-	-	-	-	0	0	-	-	-
Black Laminate End-Leg	-	-	-	-	-	-	-	-	-	S	-
Upholstered End & Center-Leg with Black Cupholder	-	-	S	-	-	-	-	-	-	-	-
Upholstered End & Center-Leg with Chrome Rim Cupholder	-	-	0	-	-	-	-	-	-	-	-
Upholstered End & Center-Leg with Wood Trim	-	-	-	S	S	S	-	-	-	-	-
Power and Data Rough-in	-	-	-	-	-	0	****	-	-	-	-
Storage in Leg	-	-	-	-	-	0	-	-	-	-	-
Center Console	0	0	0	0	-	-	0	0	-	-	-
Furniture Finish Centre and End Table	-	-	-	0	0	0	-	-	-	-	-
Upholstered Armrest	S	S	S	S	S	S	S	S	-	-	-
Black Wooden Armrest	-	-	-	-	-	-	-	-	-	S	S
Scrolled Oak Wooden Armrest	-	-	-	-	-	-	-	-	-	S	S
Upholstered Wooden Cupholder Armrest	0	0	-	0	-	-	0	0	-	-	-
Black Wooden Cupholder Armrest	-	-	-	-	-	-	-	-	-	0	-
Flip-Up Center Armrest	-	-	S	S	-	-	-	-	-	-	-
Contrast Back Welt	0	0	0	0	0	0	0	0	-	0	0
Contrast Upholstery Colors	0	0	0	0	0	0	0	0	-	-	-
Custom Embroidery	0	0	0	0	0	0	0	0	-	0	0
Manual Recline	-	-	S	-	-	S	S	-	-	-	-
Power Recline	-	-	-	-	-	0	-	-	-	-	-
Footrest	-	-	S	-	-	0	S	S	-	-	-
Telescoping/Articulating Headrest	-	-	-	-	-	0	-	-	-	-	-
Heat/Massage/Adjustable Lumbar	-	-	-	0	0	0	-	-	-	-	-
Built-in Bass Shaker	-	-	0	0	0	0	-	-	-	-	-
Chairs must be bolted to floor	S	S	-	S	S	-	-	S	S	S	S

\*7" If rocker / \*\*faux footrest / \*\*\*must use Baroque Cast End-Leg / \*\*\*\* power and data must be supplied and installed by certified technician

Irwin Seating Company. Perfecting Comfort with Style. The Irwin Seating Company offers a wide variety of styles and options for your home theatre seating and room accessories. Our luxurious European "HT Leather Supreme," available in 14 colors, is hand chosen for the most remarkable and unblemished finish possible. Our ultra-plush "HT Velvet," available in 10 colors, is a commercial grade velvet that is both crush resistant and water repellent. Chairs can also be upholstered in customer's own material (COM), if desired.

Wood stain finishes for both the Performance VIP and Springfield families were chosen to complement our "HT Leather Supreme" and "HT Velvet." The maple tables and end-leg accents for the Performance VIP family are available in 5 stains, and the oak backs and scrolled armrests for the Springfield family are available in 3 stains. Custom colors for both are available at slightly higher costs. These photos illustrate many of the options available, allowing you to create your own personalized home theatre seating designs.



Additional leather hides are available for coordinating your accessories / HT Velvet meets California's stringent flame retardant materials codes and is available by the yard for draperies ottomans or other accessories / All cast end-legs are powder-coated with a black base coat and then hand painted with gold highlights (custom colors available at an up-charge) / All metal and plastic parts are painted black / All chairs are for level floor unless otherwise indicated / Loveseats do not rock and must be mounted as individual units / True Theatre Chairs must be mounted to the floor or riser - either minimum two sheets of 3/4" plywood in opposite directions, or 3" clear concrete 3000 PSI minimum. This brochure includes the latest information at the time it was printed. We reserve the right to make changes after that time without further notice.