

## A Sinemas VR Home Theatre for Installers

Written by Alice Marshall  
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Sinemas takes "try before you buy" into the virtual realm with the Virtual Showroom-- a virtual reality tool allowing potential customers to check out a future cinema or media room via headset before actual installation starts.



As the company puts it, such an initiative is particularly interesting for installers lacking the space to build and maintain a physical showroom. The VR solution makes it easy to let customers experience the kind of projects they would like to do, as well as increase spending by showing what is possible. It also says current customers are not so interested in the technical specifications of a home theatre, and attention is turning towards details such as acoustic room treatments, wall finishes and seating.

The Virtual Showroom uses an Oculus Go headset, and allows customers to check out a wide variety of rooms in virtual space. Sinemas is not positioning the software as a rival to The CEDIA Designer, since it is more of an aesthetic solution showing off what the installers can

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create from an enhanced lifestyle point of view.

The Sinemas solution is available on a subscription-based service, and offers hundreds of virtual room designs, as well as a branded virtual showroom.

Go [Sinemas Virtual Showroom](#)