

BRING HOME THE SILVER SCREEN!



Don Youngblood of Pecar Home Theater shows off the home theater he helped design for a home in Bloomfield Township (above). The room features a 225-inch high definition screen projection television with acoustic wall treatments and seating for 10 people. Designers also put together a reception area featuring a tiled bath and candy counter (below) just outside the theater. The reception and theater areas are both in the basement of the home.

By Amanda Lee
Daily Tribune Staff Writer

From the vintage pink and orange carpet to the sleek patent leather seats to the rear-projection television — everything big is home again.

"Virtually almost anything you want, you can get in your own home," said Tony Fallone, CEO of Pecar Home Theater in Troy. "Just about everything can be done."

The home theater is the trendiest thing to hit home improvement in recent years and is undergoing a technology explosion that people everywhere are taking advantage of.

"When we say home theater, we don't mean an entertainment center with equipment set up in the living room next to the kitchen," said Jamie Flora, Pecar marketing director. "We're talking about a dedicated media room. A room where that's all that's going on."

Despite being in business since 1946, employees at Pecar say the advances in technology have provided a home theater boost like none other in recent years.

"It used to be a question of do



you have and now it's a question about what you have," Fallone said. "Everyone is building a home theater into their homes these days. It's expected."

Home theaters run the gamut between smaller rooms upstairs featuring a plasma television above the fireplace and imbedded speakers in the walls to an entire floor in the basement with a stage, a curtain and stadium seating.

"Most people have an idea about what they want when they come in," Fallone said. "We make it a reality for them. We tell them what can be done and what can't be done and we move from there."

Christine Devora, who lives in southeastern Oakland County had an actual miniature replica of a 1950s theater built in her home two years ago. The philanthropist says it was the best purchase of her life.

"I love the feeling of seeing a movie in a theater but I don't like actually going to a theater," she said. "My husband (financed) this room for me for my birthday a couple years ago and I wasn't sure at first if it was something I'd actually use."

"Now, you can't get me to watch anything on a regular television anymore," Devora added.

Fallone said the biggest thing

people want is the technology — just as long as it's hidden.

"People want to be able to say that they have the best and they're watching the best, but they don't want to see a lot of wires displayed," Fallone said. "They want the best sound and they want that feeling that they're actually in a theater, but they want to be able to control it easily at one spot."

Pecar utilizes special touch screen displays that not only control the equipment, but also

See THEATER on PAGE 2