

Little Nap Synonymous with Recliner Comfort

Taking comfort to a whole new level, Little Nap has set new benchmarks for recliners in cinema industry.

An Indian brand with a global acclaim, Little Nap Designs Pvt Ltd is dedicated to developing world-class recliners for Homes, Home Theatres, Cinemas, Hospitals, Club Houses, Preview Theatres, Automotive segment etc. It has been consistently introducing new designs and innovations in its portfolio.

Taking comfort to a whole new level with their state-of-the-art features and breakthrough innovations, Little Nap has set new benchmarks for recliners in cinema industry as well.

Little Nap, a name synonymous with comfort, has always laid stress on the concept of 'Be Spoke', allowing the patron to customize the recliner the way they desire, redefining their personal cinema experience.

Bespoke 'Reclining' Experience

For one of the challenging projects of K Sera Sera (Goa), they did reverse engineering by completely altering the recliner size to fit in their already allotted space. Keeping in mind the hygiene of fabric upholstery, special water repellent coating was provided

to keep the upholstery dust and stain free.

Fulfilling most unconventional demands, Little NAP got a customized light installed on the recliners of Wave Cinemas (Lucknow), which lights up once the button is pressed, so that the food menu can be easily read and the patron can attend to the usher, despite having low lighting in the Audi.

Correspondingly, Grand Cinemas (Gurugram), was very particular about having lighting feature in the

recliner so that the customer could find knick-knacks, and conveniently make a payment while ordering. Again, Little Nap designed a concealed light and integrated it beneath the swivel table, with an on/off control on the cupholder, to create perfect ambient illumination to meet the utility of the both cinema and the customer.

To provide the "wow factor" and a superior seating experience, the company believes in raising the bar each time, whether it's a concept or a solution.



Qube Delivers Premium Immersive Audio Experience to Cinemas

Qube Cinema's Immersive Audio division has installed Dolby Atmos in more than 100 cinema screens across India. With their unmatched domain expertise and ability to innovate, Qube is delivering the ultimate immersive sound experience to cinemas in the country.

TheatreWorld tracks the journey of Qube Cinema's Immersive Audio division.

Watching a movie at the cinema should be a captivating experience, drawing the moviegoer into the story and immersing them in the picture and sound. The audience has been traditionally drawn to the cinema due to the large screen experience and the potential to share the thrill with an auditorium full of like-minded people.

The audio industry has been at the forefront of movie technology, striving to produce immersive audio - beginning with the introduction of stereo, 5.1 and 7.1 surround sound technologies. Immersive audio is a cutting edge technology that generates an audio soundscape that surround and "immerses" the listener in a complete and utterly convincing sonic experience.

always play the sound the way the director or the sound engineer had intended. Qube Cinema brought a sea change in the digital cinema sound in India which helped it to move from mono to digital.

There were a number of companies that sold international brands in India, but without the requisite technical expertise. Qube initially did the design and installation of numerous audio recording and mix facilities in South India. Later, Qube began to undertake cinema projects outside India and have executed around 30+ cinema screens until now.

Qube designed and installed Asia's first Dolby Atmos mix stage in

Chennai. There was a need to meet certain standards specified by Dolby for Dolby Atmos and this required a team with the right technical knowledge and capability in the market. There was also demand from the creative audio community in achieving a higher level of standardization in movie sound in the theatre and Qube was successful in achieving this.

Qube found an ideal partner in Dolby and began to promote Dolby Atmos format in India in 2012. Sivaji 3D (Tamil) was the first Indian movie to release in the Dolby Atmos format. Qube's high level audio team began to use their expertise for the benefit of the cinema exhibition sector.

Affordable Cost Sets the Trend for Faster Adoption of Dolby Atmos by Cinemas

Initially the migration cost from 5.1 sound to Dolby Atmos was perceived as being high for cinemas and this was being seen as a challenge for

Pioneers of Audio

Qube Cinema's Immersive Audio team has been quietly bringing about an immersive audio revolution in India and cinemas in the country are extending the large-screen picture with an enhanced immersive sound experience. While there was awareness of the importance of sound after the introduction of Dolby Digital in the mid 1990s, there was a dearth of professional system integrators who were well versed with the technology and focused on achieving the best results. Cinemas did not



The Qube Immersive Audio Team - From L to R - Standing- Arun, Anand, Sankaran, Suryasekar, Prasanth, Sivaguru Nathan, Ranjith Nair, Michael
Sitting from L to R - Sivaraman M, Suryanarayanan KM and Umesh Chandran R