

More In 'Cinema Certification'

The TASA Certification Process

Information on the required process of submitting trailers to THX for TASA Certification
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THX Professional Representatives

THX Professional Representatives are located around the world, providing consulting services on building THX Certified Cinemas and Studios.
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THX Certified Cinema Projected Image

To achieve THX certification, the cinema projection booth must be accurately placed in relation to the screen for the best viewing experience.
[Learn More](#)



THX Certified Cinema Screen Placement

The placement of the cinema screen is precisely calculated for every THX Certified Cinema. To ensure the best possible viewing experience, THX recommends having a 36 degree viewing angle from the farthest seat in the auditorium.
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THX Certified Cinema Reverberation Control

Reverberation is the presence of sound after its source has stopped – much like an echo. In a movie theater, reverberation often builds as sound reflects off surfaces such as walls, floors and ceilings.
[Learn More](#)



THX Auditorium Isolation

THX Certified Cinemas are quiet. They feature massive wall structures to isolate the cinema from the outside world—creating a pristine audio sanctuary.
[Learn More](#)



Speaker Layout and Baffle Wall

Unique to every THX Certified Cinema is the THX "baffle wall." If you were to peel away the screen at any THX Certified Cinema, you will see a massive wall of speakers housed in an acoustic baffle (speaker system enclosure).
[Learn More](#)



THX Certified Cinemas

THX defines standards for cinema acoustics, background noise, sound isolation and image quality—promising every seat in the house is a good one.
[Learn More](#)



THX Cinema Services

THX offers on-site digital cinema installation and integration services to ensure a smooth transition from film-based to digital cinema systems.
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TASA

The TASA standard's intent is to equalize the sound volume of theatrical trailers so that they come close to matching the volume of the features that they precede.
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THX works with consumer electronics manufacturers to design and build the finest home audio and video products.

Select a Manufacturer:

Manufacturers

- Any Manufacturer
- Acurus
- AD/EO
- Atlantic Technology
- Audio Design Associates
- BenQ

Product Type

- Any Product Type
- 4K Display
- AV Receiver
- AV Separates - Amp & Preamp
- HD Display
- Integrated System

THX Categories About THX Categories

- Any THX Category
- 4K Interconnect
- Blu-ray
- Compact Speaker
- Display
- Display 3D

Find Products

FIND A THX CERTIFIED INSTALLER

A THX Certified Installer can ensure that you are getting the most out of your entertainment experience.

U.S. State, City Name, Zip Code

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Certification

THX Certification is an assurance to consumers of uncompromised quality, best-in-class performance and consistency. Blending art, technology and the ever-changing challenges of a real-world viewing environment, THX and its partners continue to deliver a transcending experience just as the creator intended.

Benefits of Certification

To Partners

- High value USP – premium product differentiator
- Internationally recognized performance standards
- THX engineering support that helps partners make better products

To Consumers:

- Guarantee that products truthfully deliver the artist's vision
- The industry's most rigorous performance testing process
- Pre-calibrated THX Viewing and Listening modes deliver the most accurate out-of-the-box experience possible

THX CE Certification Overview



THX Certified Cinema Overview – Video



THX 4K Display Certification





THX & Epson Partnership

THX & Epson Partnership
from THX Ltd.

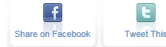
Order Train	Group Train	Lv	x	y	1	do	Square ratio	Target No.	do	do	do	Judgement
			Red	9.2063	0.0430	0.5255						
			Green	27.160	0.2979	0.4152						
			Blue	2.6526	0.1491	0.1604						
			Red	10.679	0.6422	0.3324						
			Green	25.007	0.2967	0.6151						
			Blue	2.4824	0.145	0.0555						
			Red	11.521	0.6431	0.3322						
			Green	28.950	0.2990	0.6138						
			Blue	2.7211	0.1497	0.0663						

Color calibration chart showing a color triangle with coordinates for Red, Green, and Blue channels. The chart includes a grid and a color gradient.

Person silhouette pointing at the screen.

Vimeo video player interface showing a play button and a progress bar at 02:17.

THX Certified Cinemas



Like 46 people like this.



THX defines quality and performance for the world's premiere movie theaters. Not to be confused with the surround sound technologies from Dolby® Laboratories and DTS®, THX Certified Cinemas provide standards and best practices for architectural design, acoustics, sound isolation and audio-visual equipment performance.

The goal of THX cinema certification is to reproduce the acoustics and ambience of the movie studio, allowing audiences to enjoy a movie's sound effects, score, dialogue and visual presentation with the clarity and detail of the final mastering session.

By creating these design standards and enforcing performance criteria for speakers and other cinema audio and visual equipment, THX provides directors and sound artists the confidence that the hours spent toiling over sound and visual design elements in the studio will be realized by audiences around the globe.

To date, THX has certified over 4,000 cinemas worldwide, including the Arclight Hollywood Cinema, Grauman's Chinese Theater, Empire Cinemas in Leicester Square, Toho Roppongi Hills and Kinneopolis Cinemas in Europe.

What Is A THX Certified Cinema?

Through its standards for acoustic performance, background noise, sound isolation and image quality, THX Certified Cinemas promise every seat in the house is a good one. During the certification process, THX offers the following services to its cinema partners:

- **Feasibility Study:** Analysis of THX design integration into cinema architectural plans.
- **Speaker Layout and Baffle Wall:** Detailed architectural drawings for speaker positioning and baffle wall (behind the screen) design.
- **Auditorium Isolation:** Review of exterior noise sources, such as adjacent auditoriums, street traffic and concessions, to ensure nothing distracts audiences from the feature presentation.
- **Reverberation Control:** Specifications for the installation of acoustic absorption material.
- **Measurement of Background Noise:** Confirm background noise meets NC30 at all octave bands; this ensures noise from air conditioning units and projection equipment does not mask the subtle effects in a movie's soundtrack.
- **Screen Placement:** Evaluation of cinema visual performance, including luminance, resolution, color, jitter and weave, as well as audience viewing angles in every seating position.
- **Projected Image:** Analysis of the projected image to verify that the entire image size is projected on the screen.
- **Calibration:** Calibration of the sound and projection system to industry and THX standards.
- **Final Testing:** Ensure equipment and auditorium is performing to THX performance specifications.

Contact [THX](#) for additional information on the THX Certified Cinema program.

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