

Media Décor Reference Book



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INTRODUCTION

Media Décor's HideandChic™ products were designed from the ground up to fill a rising demand in the Video Industry to discretely hide large Plasma, LCD, DLP and projection screen displays when they are turned off or not being viewed.

Designers, architects, and A/V dealers have been looking for a simple solution to conceal large TV screens that dominate the wall space in most homes and conference rooms. Why use lifts or cabinetry when there is the simple solution that not only solves the problem, but contributes to the room decor, and ultimately pleases the client.

The HideandChic™ motorized art frame series provides a silent motorized solution to concealing plasma, LCD or projection screen displays when they are not being viewed. These innovative units are powered by Lutron QED drive units and a magnetic roller system to ensure silent and smooth operation.

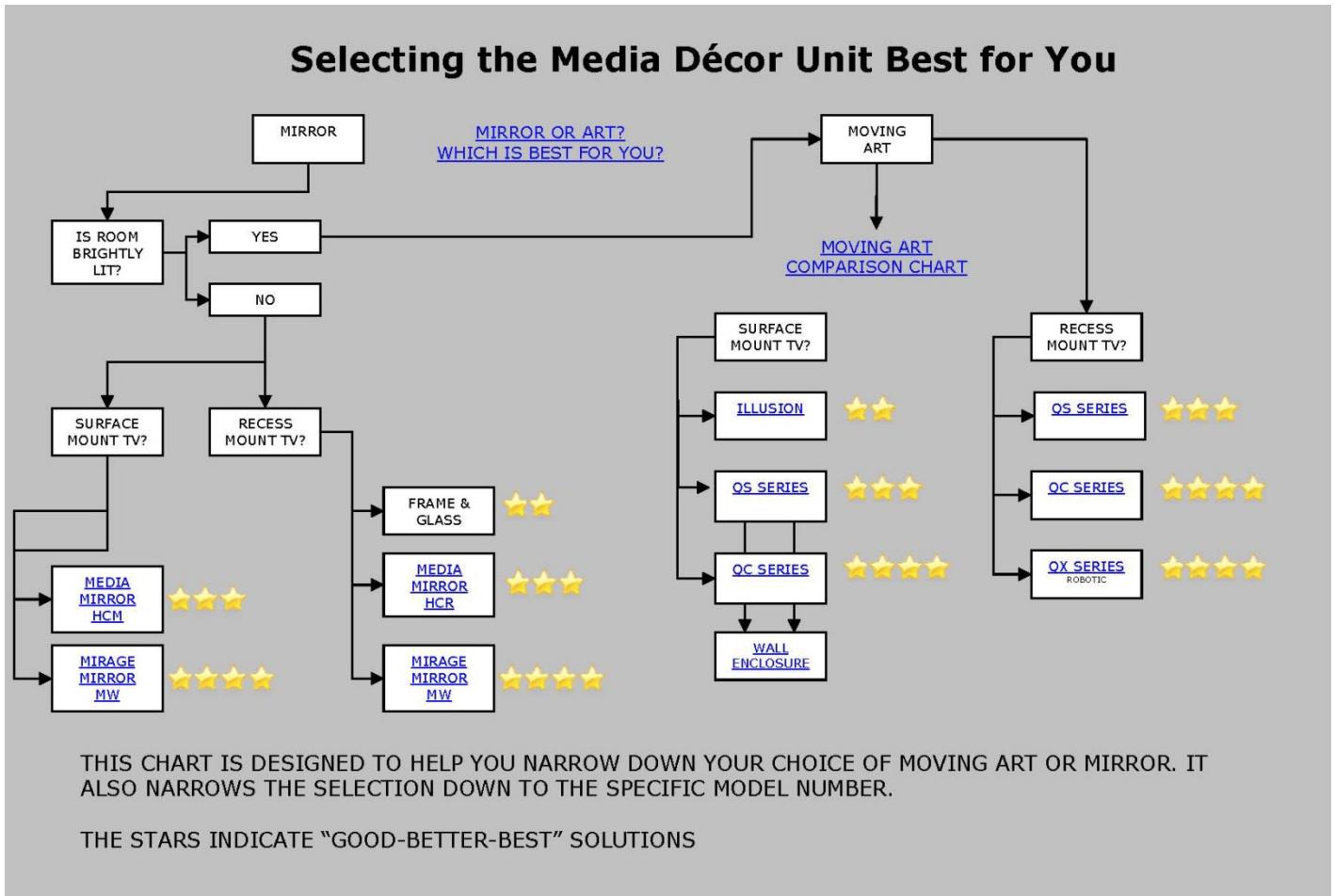
The Media-Mirror™ and Mirage-Mirror™ offer a selection of elegantly crafted and framed mirror overlays that perfectly conceal the TV but then magically allow clear video viewing when the set is activated.

The Frame-Only Series offers a designer frame and a structure that conceals the sides of the TV. It is for wall or recess mounted TV's. It is the least expensive solution to "dressing up" a plasma or LCD display.

Media Décor offers a range of options. The Hanging Wall Mount Enclosure for surface mounted QS and QC models. The Back Box for recess mounted TV's. The On-Board Sound™ Speaker System, a center, left, right speaker integrated into the art unit. The Media Décor Q-Mount, a 1" flat, static mount for TV's 37" – 60" wide.

Florida-based Media Decor, LLC was founded in 2003 to fill the growing demand for elegant designer-level solutions for today's home entertainment installations. Its team of expert and inspired technicians, interior designers and structural craftsmen collaborate to create and deliver the world's most compelling, beautiful and customized entertainment environments.

How to Select a Unit



Media-Mirror or Moving-Art?

Some facts you should know before you decide.

Media Décor offers 3 ways to conceal large Plasma, or LCD displays. The reason clients want to conceal TVs is that the screens have become quite large (Over 70" in some cases) and unless you have a dedicated home theatre, the TV in the OFF position will become a significant design element in the room.

If you are of the Form = Function School, then there is no need to conceal it. But most people really find that a 42" to 72" piece of black glass does not significantly contribute to the décor of most rooms. No matter what you do, if the TV is off, your eyes are magnetically drawn to the screen because it is there. Your brain simply expects to see a movie, news, or sports on that screen.

Solution #1: Moving Art

For the best possible performance from your TV, the moving art is the solution. The TV screen is fully exposed with no air to glass surfaces between you and the screen picture. When the TV is OFF, the artwork completely conceals and protects the TV screen. You should carefully select the artwork and frame to contribute to the décor of the room. If the room has relatively high ambient light levels during the day, the moving art is preferable to any mirror.

Solution #2: Media-Mirror™

The Media-Mirror™ is a simple solution to many design problems and decisions. It makes the room look larger, completely conceals the TV in the OFF position, and with the proper choice of the frame, will greatly enhance the room. If there is a high ambient light level when the TV is usually 'ON', then it is not the best solution. The reason is that the light in the room must be subdued for a beam splitter (Media-Mirror™) or any 2 way mirror to work properly.

Even though the Media-Mirror™ has significantly better transmission of the TV picture than any other 2 way mirror, there are many cases when it is less desirable than moving art. The primary concern is high ambient or direct light. If the room has darkening shades, then it is fine. A family room with an open kitchen can be a problem if the TV is often on during the day. If the TV is mostly used in the evening, then this is not a problem.

Bedrooms and Guest rooms are good candidates for the Media Mirror. Typically, the lighting is subdued and the TV is primarily used in the evening or early morning. Also, since these rooms are relatively small, the mirror increases the apparent size of the room.

Bathrooms are a special category. The reflectance of a two way mirror is visually different than a typical mirror. Optically it does not distort the reflection, but the reflectance is less than a true mirror. It appears to be darker than the normal mirror. Hence, it falls into the realm of the 'decorator' mirror. If the Media-Mirror™ is mounted alongside a true mirror, the difference in reflection is noticeable: it is not a makeup mirror. But if it is mounted away from the true mirrors in the bathroom, the differences in reflection are much less obvious.

Media-Mirror Technical considerations:

The Media-Mirror™ appears to be a normal mirror at all times, regardless of the light level in the room, when the TV is ‘OFF’. When the TV is “ON” and the light level in the room is at least 5-8 times lower than the TV screen brightness, the viewer can easily observe the TV Picture without being distracted by reflections.

When the TV image is about 5 times brighter than the room, then the TV image is easily observed with little distraction from the reflections present in the mirror.

In most cases, even the reflections in a lit room become significantly less distracting once the viewer relaxes and watches the TV. Your eye/brain cannot easily focus on both the reflections and the TV simultaneously, so within a few seconds about 75% of the reflections ‘disappear’. This phenomenon is similar to driving a car with a bug on the windshield. If you focus on the windshield (e.g.: the mirror surface), the bug is visible and the road ahead (e.g.: the TV picture), is unclear. But when you focus through the windshield (e.g.: the mirror surface), to the road ahead (e.g.: the TV screen), the bug disappears.

For best performance, the room side lighting should be dim with no open light sources (such as unshaded high intensity lamps), or reflections from bright objects such as chrome furniture, visible by the viewer in a direct line of sight through the media-mirror. Opaque lamp shades or light reducing window treatments are recommended for best results.

Solution #3: Frame Only

The simplest and most cost effective way to ‘dress up’ the TV is to use a picture frame to accent the outside of the TV. Of course the screen never disappears, but the framing helps the TV to blend into the décor. Many clients opt to simply go to a local frame shop and attach the frame around the TV. This do it yourself solution has 2 drawbacks:

- ✚ The TV and mounting bracket were not designed to hang additional weight to them (warranty issue)
- ✚ The sides of the TV and the cabling are exposed and look a bit unsightly.

The Media Décor Frame is custom made to the size of the TV and the distance of the TV from the wall. It is independently supported from the wall and conceals the sides.

MOTORIZED ART SERIES

QS and QC Series



QX Robotic Series



Theater Art for Home Theater Screens



Transform your LCD, plasma or projection screen into an elegant framed painting at the touch of a button!

Differences Between the QC and QS?

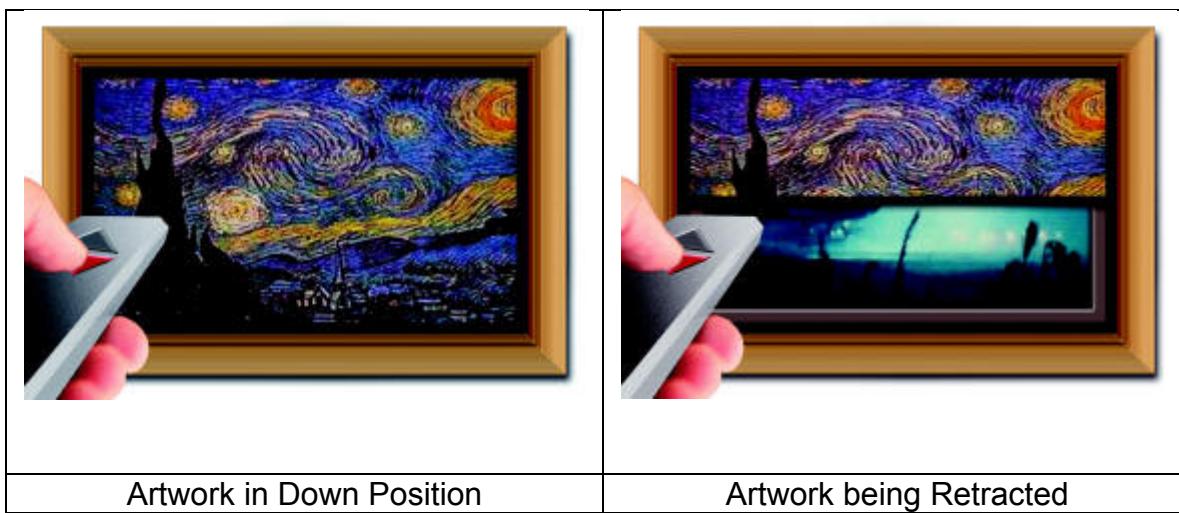
The primary difference is the selection of Art and Picture Frames. Both products are custom built to the exact dimensions of the TV on the same production line. The technical and construction specifications are identical. The picture frames are solid wood (not plastic) in both series.

- The maximum size is 50" for the QS Series.
- The maximum size is 120" for the QC Series
- There is a separate Art Gallery and Frame Gallery for each series.

The chart below shows the differences:

Features	QC Series	QS 42-60 Series
Custom Dimensions	Built to exact size of TV	Built to exact size of TV (maximum size 60")
Choice of Artwork	700+ Selections	60+ Selections
Owner Supplied Artwork	Yes, no additional cost	no
Choice of Frames	25+ Selections,	8 Selections
Custom Frames	✓	no
Lutron QED drive unit	✓	✓
Noise Level >44db	✓	✓
8 Year drive unit warranty	✓	✓
Aluminum/SS Construction	✓	✓
Flush Mount	✓	✓
Designer Wall Mounting Kit	optional	optional
Rear Masking	✓	✓
IR Remote	✓	✓
Contact Closure (Lutron CCI-8)	optional	optional
On-Board-Sound™ System	optional	optional

QC SERIES



The Motorized QC Art Frame from Media Décor is a 'stationary' solution patented to concealing the plasma display. When the TV is off, all that is seen is a framed piece of art. When the TV is on, the canvas retracts into the top of the frame and reveals the plasma TV with a wooden frame around it.

The HideandChic™ HCF-QC Series unit includes:

- ✚ 1x artwork selection from the Media Décor QC Art Gallery or custom artwork reproduced from your tiff or psd file
- ✚ 1x frame selection from the Media Décor QC Frame Gallery
- ✚ 1x Lutron IR remote control (optional interfaces available at additional cost)
- ✚ 1x Lutron 24vac transformer for 115vac outlet
- ✚ 1x Lutron/Vimco QED Electric Drive Unit; Noise Level at 3': approx 44db

Units can either be wall/surface mounted or recess mounted. Partial recess is an option if there is not enough depth in the wall.

The QC Series is available in the following nominal sizes, each unit is custom built to the exact TV dimensions. (Dimensions are actual width of TV, including speakers, if any, not the screen diagonal)

- ✚ QC-42 23"- 43" (75-110cm)
- ✚ QC-50 44"- 50" (111-127cm)
- ✚ QC-55 51"- 55" (128-140cm)
- ✚ QC-60 56"- 60" (141-152cm)
- ✚ QC-65 61"- 65" (153-165cm)
- ✚ 66" -120" are available, contact Media Décor.

QX ROBOTIC SERIES



The HideandChic™ QX Robotic Art Series unit includes:

- ✚ 1x artwork selection from the Media Décor QC Art Gallery or custom artwork reproduced from your tiff or psd file
- ✚ 1x frame selection from the Media Décor QC Frame Gallery
- ✚ 1x QX Robotic Arm
- ✚ 1x Lutron/Vimco QED Electric Drive Unit & 24vac transformer for 115vac outlet

It is also available with a Crestron ML-500 Remote and CPU w/RF control and gateway (ML-MC2W-PAK)

The QX Series is available in the following sizes, each unit is custom built to the exact TV dimensions:

(Dimensions are actual width of TV, including speakers, if any, not the screen diagonal)

- ✚ QX-42 23"- 43" (75-110cm)
- ✚ QX-50 44"- 50" (111-127cm)
- ✚ QX-55 51"- 55" (128-140cm)
- ✚ QX-60 56"- 60" (141-152cm)

At the touch of a button on the optional remote control or via a RS-232C controlled touch panel, an exclusive, patented twin-roller system powered by a Lutron QED™ silently and smoothly raises the custom artwork.

The robotic arm then smoothly guides the display through the mounted picture frame extending the display several inches past the picture frame into the room. Using the remote control, the user then adjusts the swivel & tilt until the optimal, glare-free viewing angle is obtained. Two memory locations are provided to recall viewing preferences for day and night or user one and two.

- ✚ Swivel up to 28° left, 28° right
- ✚ Tilt up to 25° down, 7° up

No Ventilation is required because the TV is always extended just beyond the wall.

QC AND QX CUSTOM ART



Additionally, client's own artwork is an option in the QC and QX Series. If your client has a special photograph or piece of art, we will reproduce it and customize the Hide and Chic™ frame to accept it. This option is NOT available for the QS Series. We MUST have proof of ownership of the art in order for us to reproduce it. This proof of ownership form will be sent to the client for signature.

We accept files in the following formats:

- FORMAT/MEDIA: we accept files on ZIP and JAZ, CD, Mac and PC
- PROGRAMS SUPPORTED:
 - MAC: Quark 4.1, 5.01, Illustrator 10, Freehand 8.0, Photoshop 7.0, CS, or any EPS or PS file. All images to be CMYK, TIF, or EPS, and a saved preview. Type to be process CMYK, not RGB.
 - PC: Corel Draw 8, Page Maker 6.0EPS and TIF. Corel Draw files have been known to drop fonts in final output, so it is recommended that files be exported in EPS and saved to disk.
- SCANS: resolution on scanned images should not be less than 300 dpi at final size. If a scan is not available, then a 4x5 transparency may be used.
- COLOR PROOF: A color proof should be provided as a reference. If a proof is not enclosed, there is a \$100 charge for us to provide you with up to 3 color proofs for client approval.

GENERAL: The finished image is directly related to quality of file we receive. The finished size and ratio will be the width and height of the TV (including any side or bottom speakers). If Photoshop corrections are required on the file we receive, there will be additional charges at \$100 per hour. These corrections may be necessary to remove dust spots, specular highlights, etc. You will be notified if they are necessary.

CUSTOM ART CONTINUED

IMPORTANT: Because of the printing processes, there will be slight variations in color from any original, thus the importance of the proof.

We can also scan client's artwork. We will make a file for reproduction on the HideandChic™ Giclee and of course will have the original for color corrections. Shipping and insuring the artwork is the responsibility of the client.

QC AND QX ART SELECTIONS

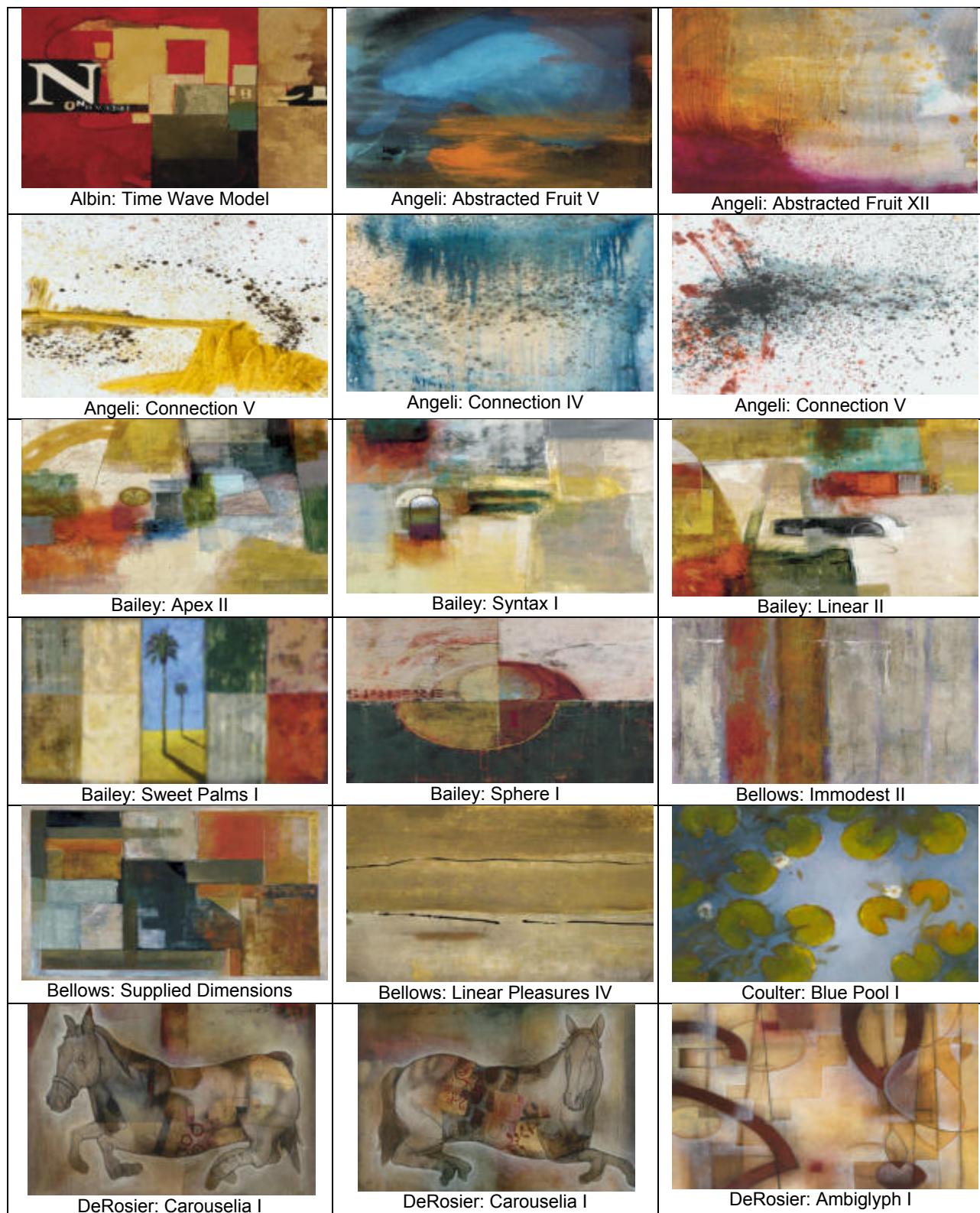
These art selections are divided into 2 main galleries with subcategories: There is no additional charge for any art except for the Limited Editions.

<u>Contemporary</u>	A Collection of Contemporary (modern) art categorized by type. <u><i>NOTE: an asterisk * after the art name indicates there is a royalty surcharge</i></u>
<u>Abstract Art</u>	Contemporary Abstract
<u>Landscape</u>	Contemporary Landscape
<u>Architecture</u>	Contemporary Architecture, villages, rooms
<u>Water Scenes</u>	Contemporary Water Scenes
<u>Floral</u>	Contemporary Floral & Fruit Scenes
<u>Figurative</u>	Contemporary Figurative
<u>Fauna</u>	Contemporary Fauna, Wildlife, Horses, Etc.

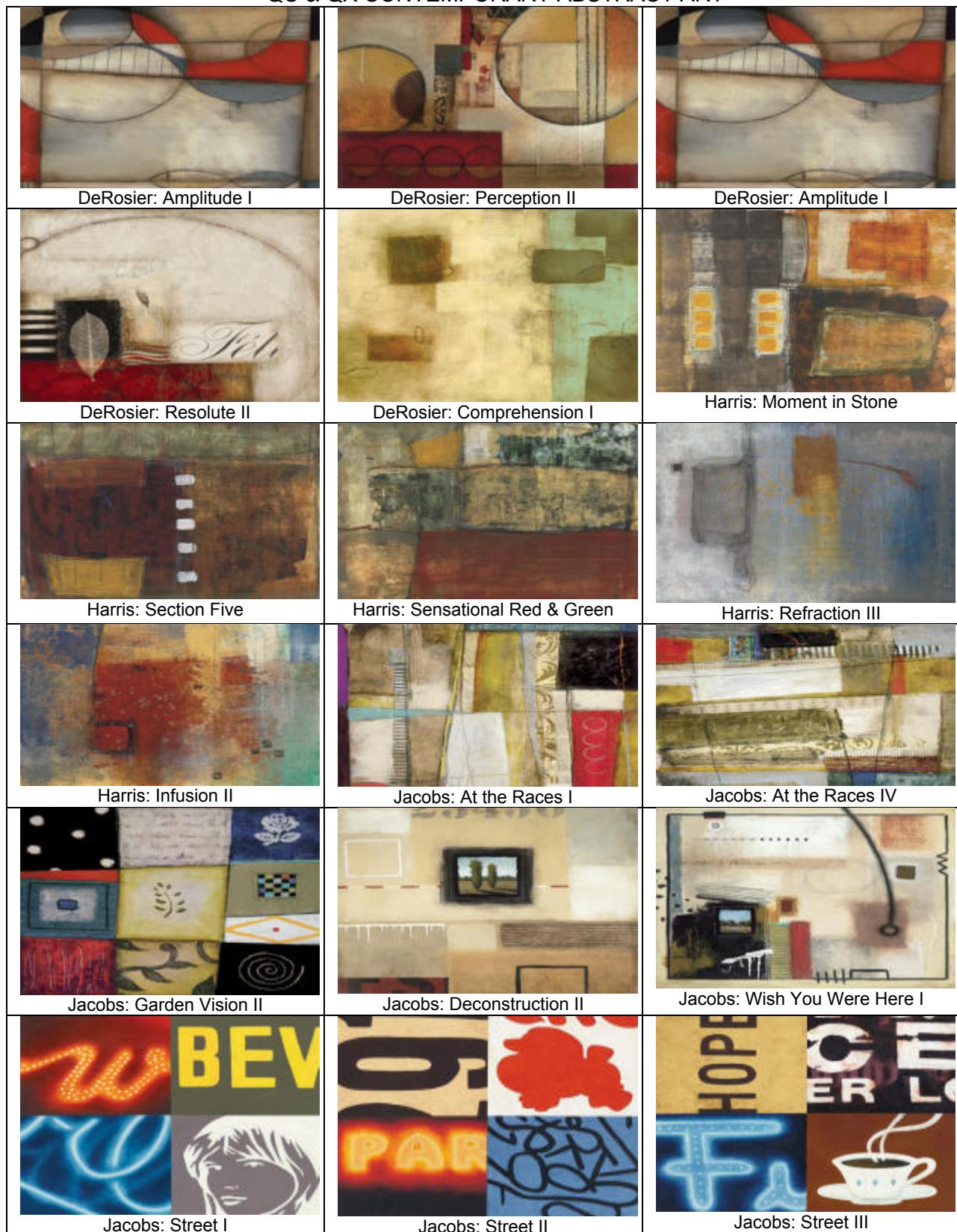
<u>Limited Edition Artists</u>	Limited Edition Giclee artwork from some of the world's finest contemporary artists. There is an additional charge for these artists. (only available on website for artist listings by name)
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<u>Classical Art</u>	The Old Masters Collections by Artist (only available on website for artist listings by name)
<u>Landscape</u>	Classical Landscapes
<u>Architecture</u>	Classical Architecture, villages, rooms
<u>Water Scenes</u>	Classical Water Scenes
<u>Floral</u>	Classical Floral & Fruit Scenes
<u>Figurative</u>	Classical Figurative Scenes
<u>Fauna</u>	Classical Fauna, Wildlife, Horses, Etc.

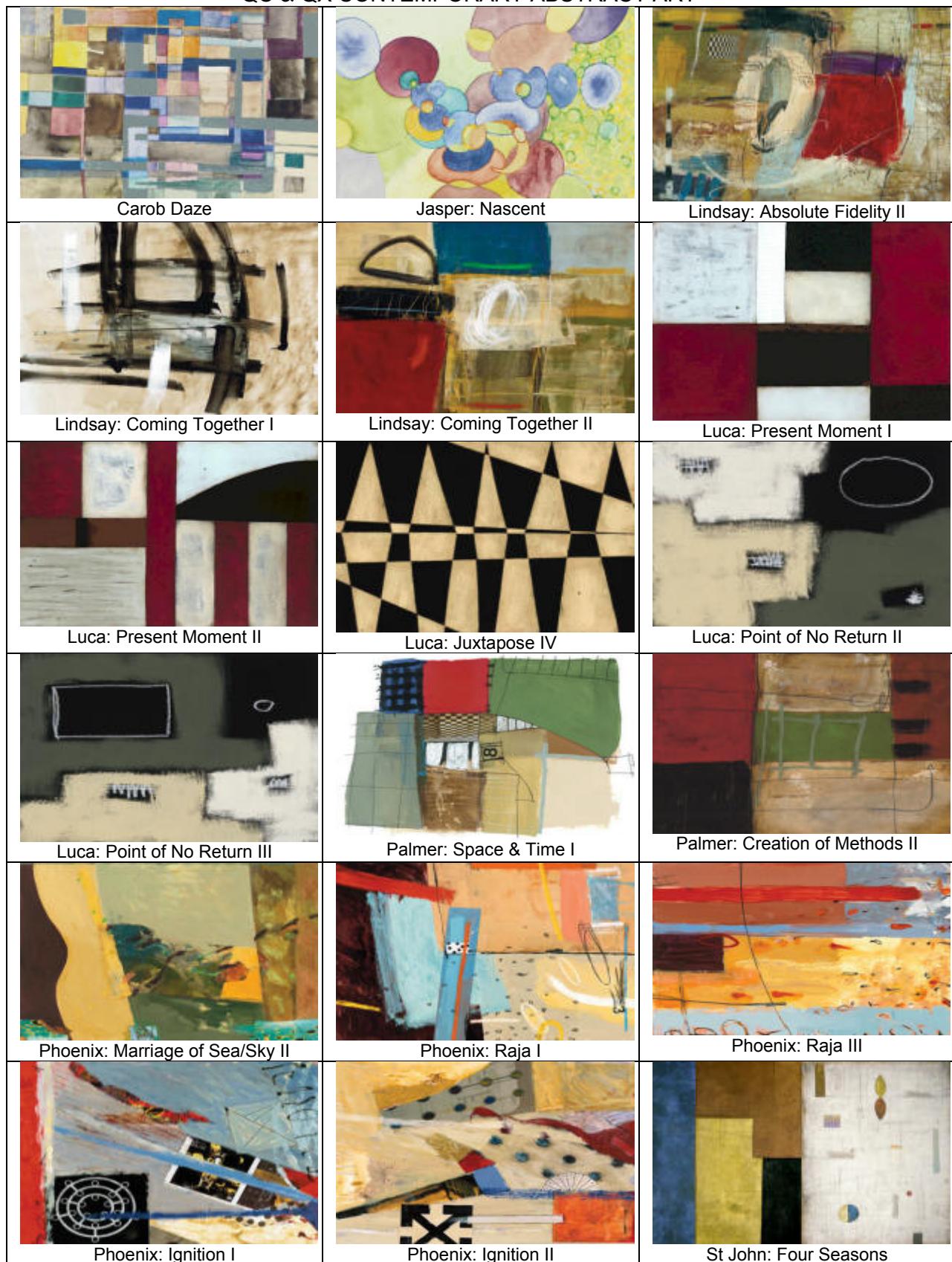
Contemporary Abstract



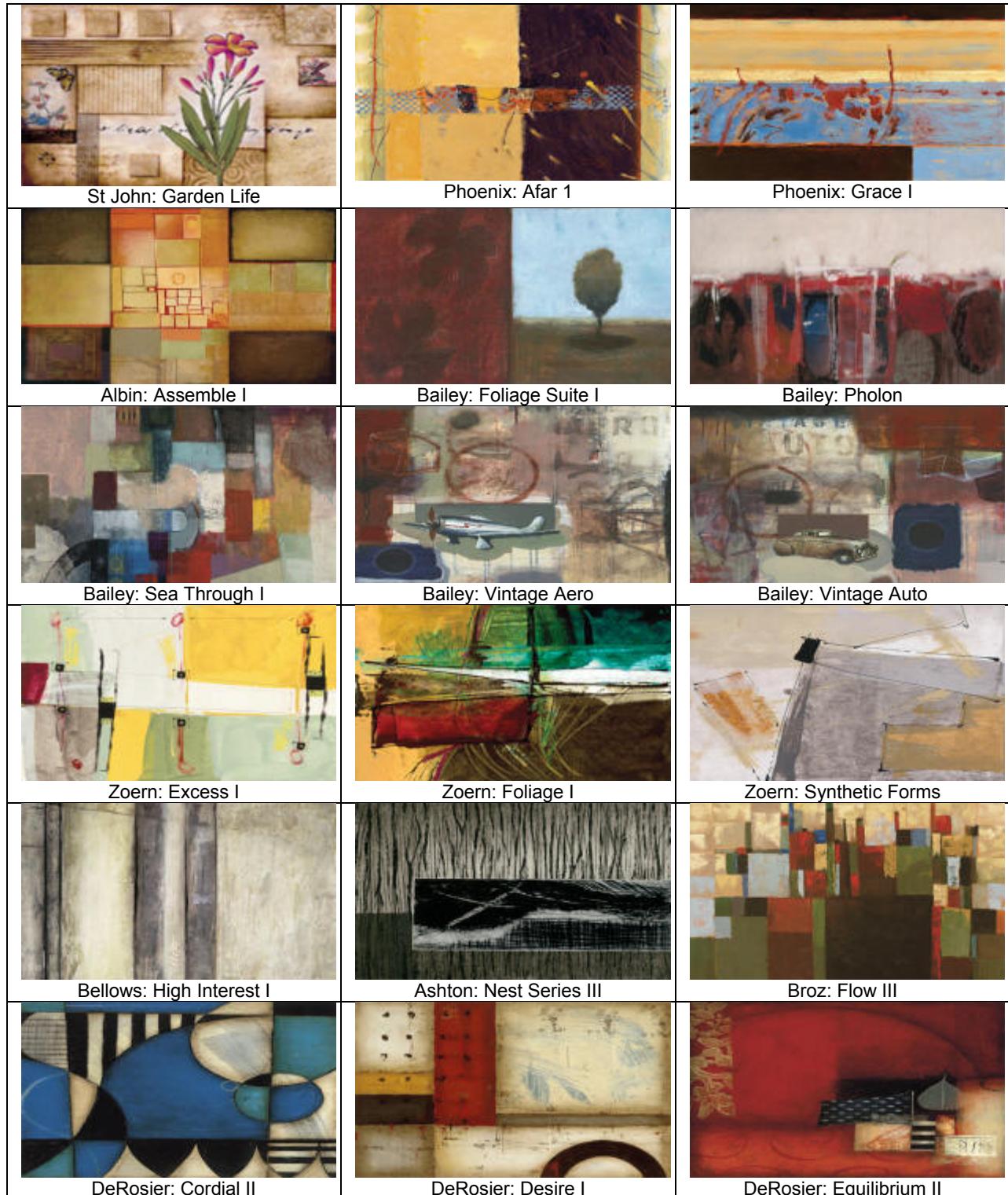
QC & QX CONTEMPORARY ABSTRACT ART



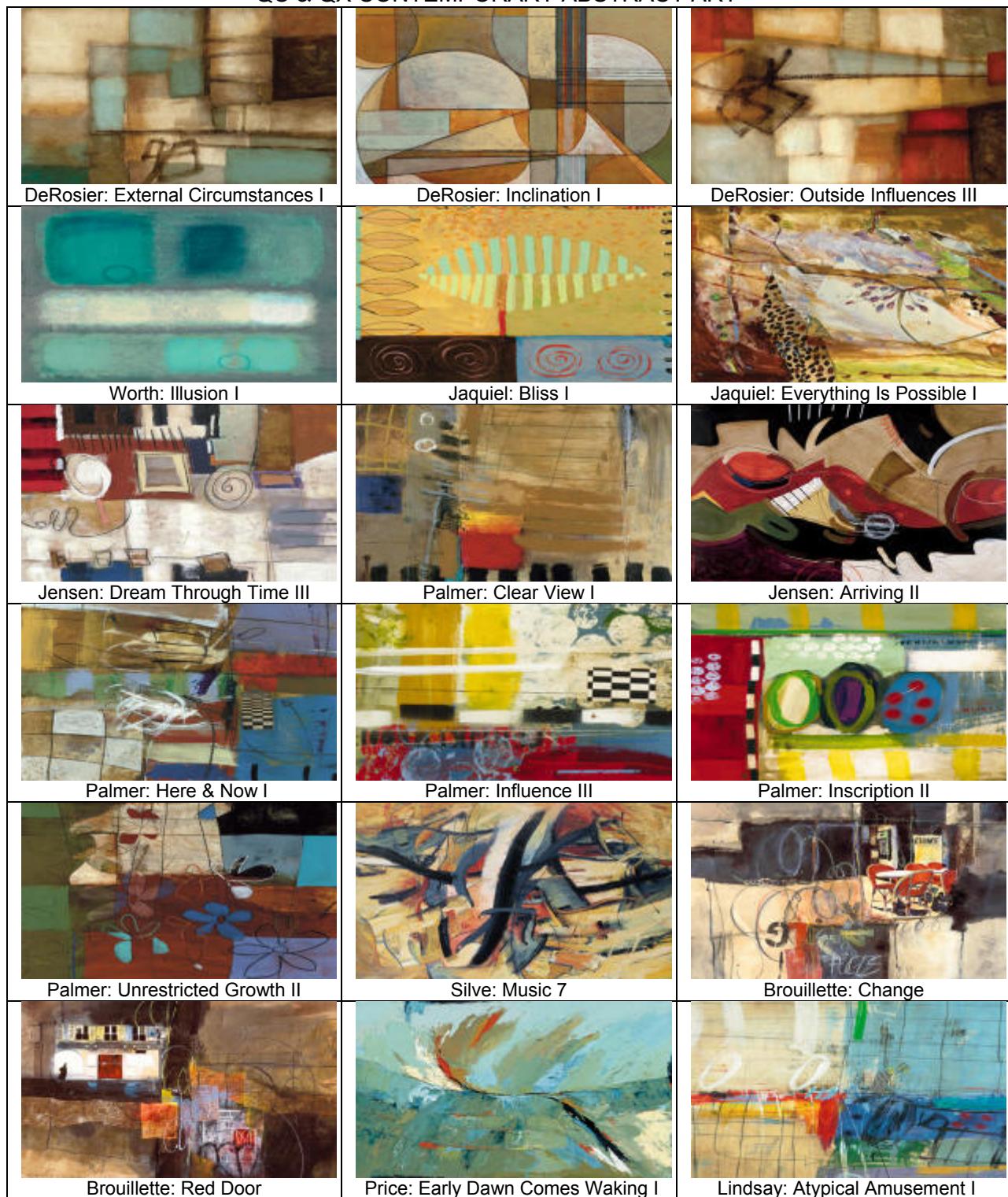
QC & QX CONTEMPORARY ABSTRACT ART



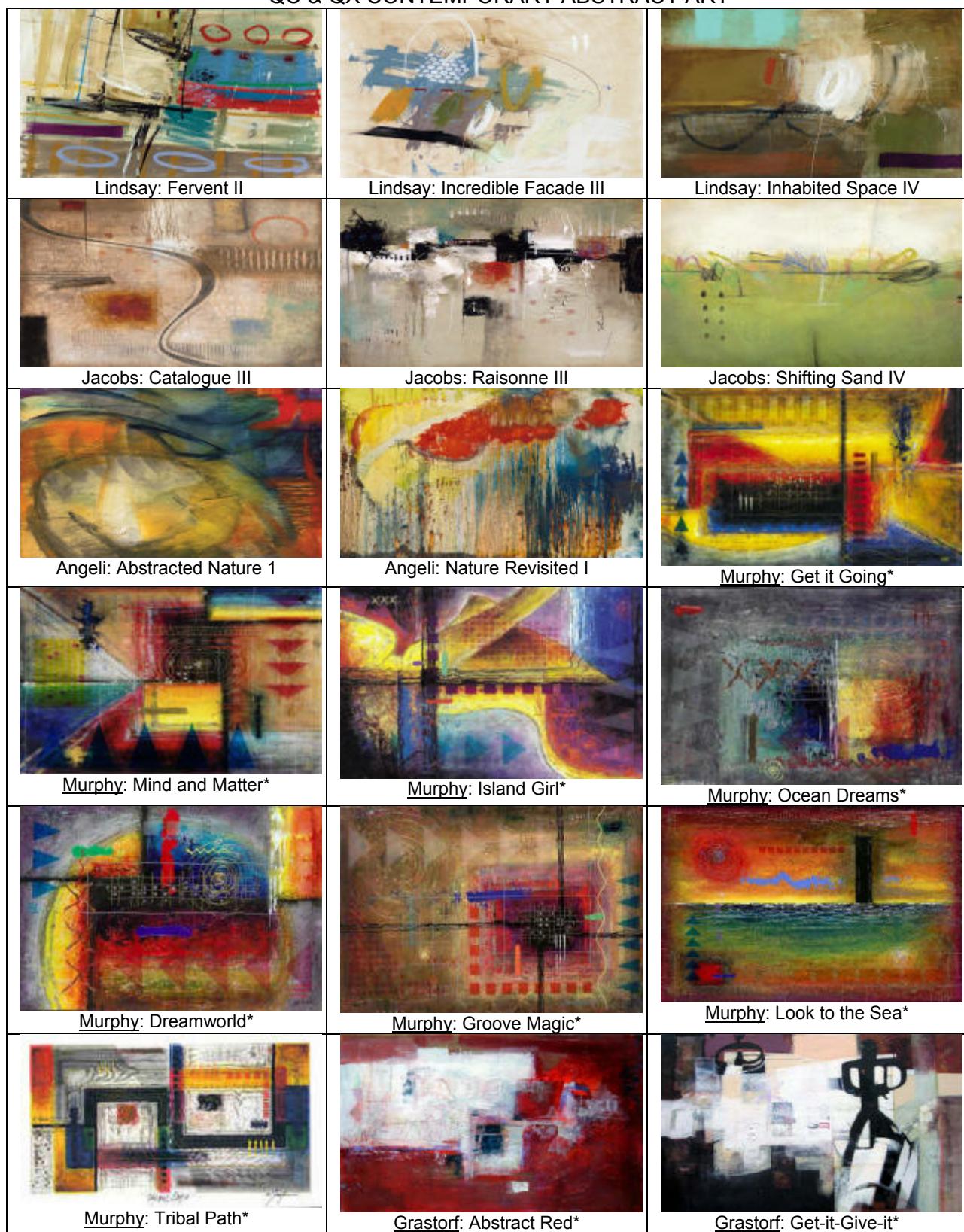
QC & QX CONTEMPORARY ABSTRACT ART



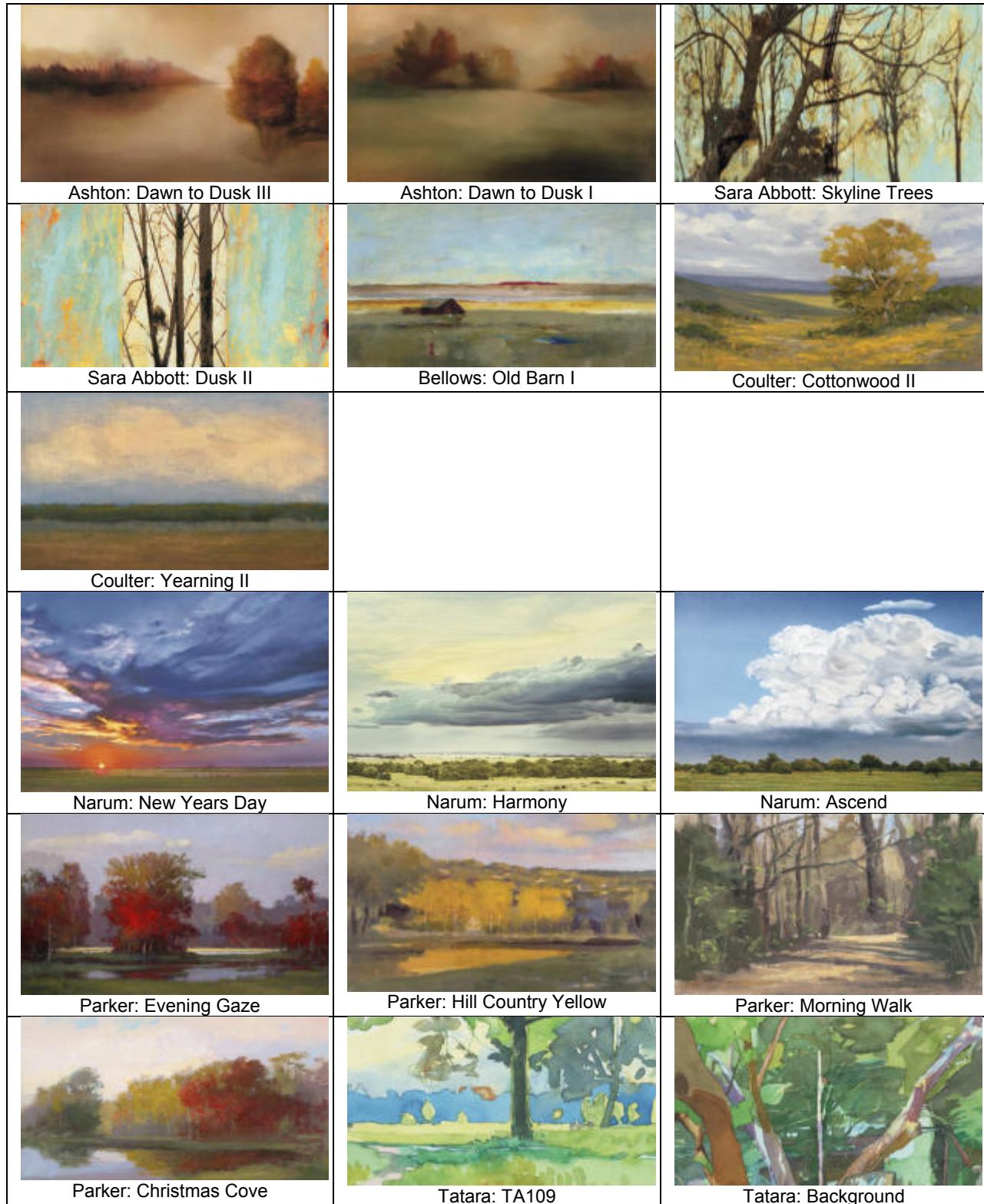
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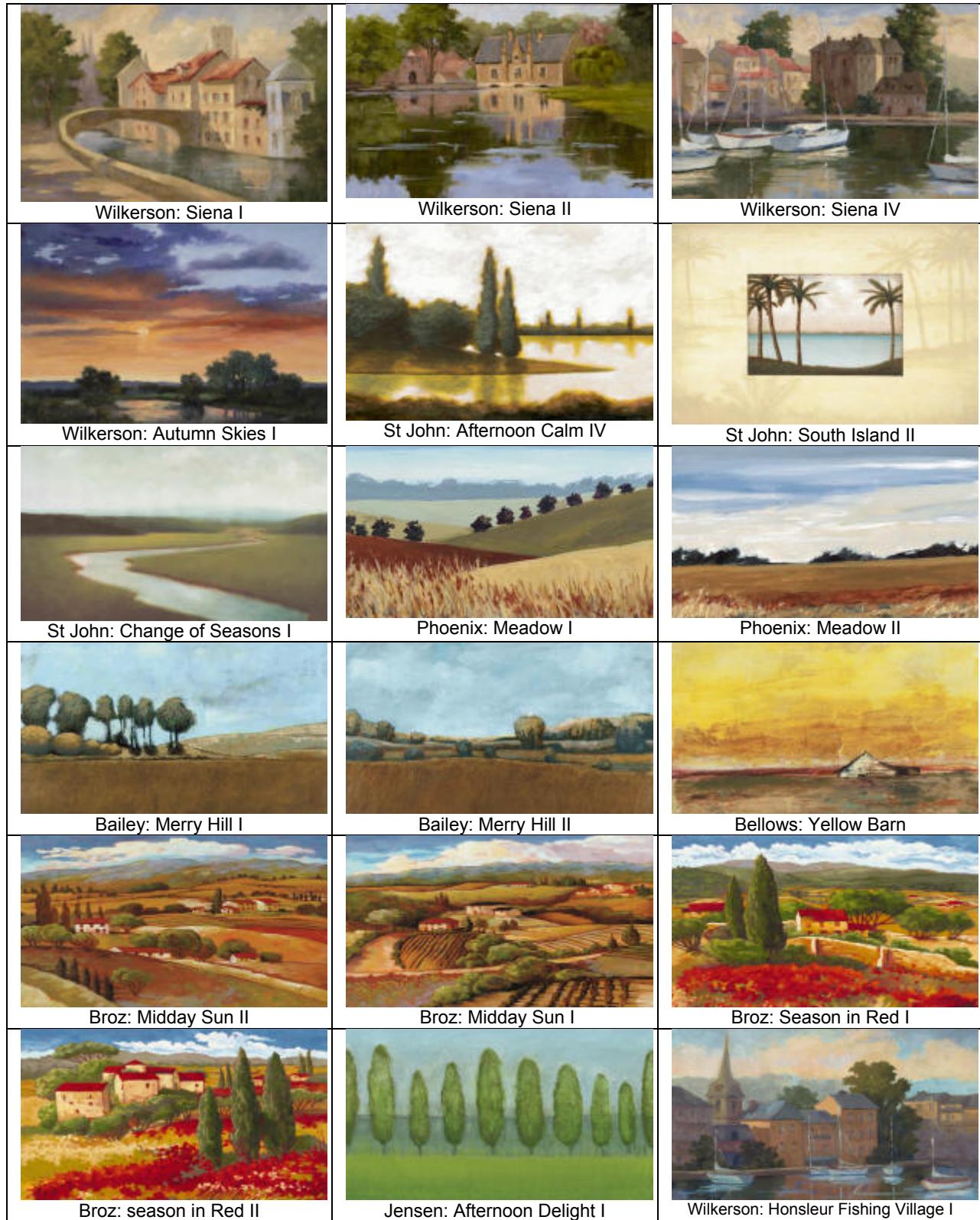
QC & QX CONTEMPORARY ABSTRACT ART



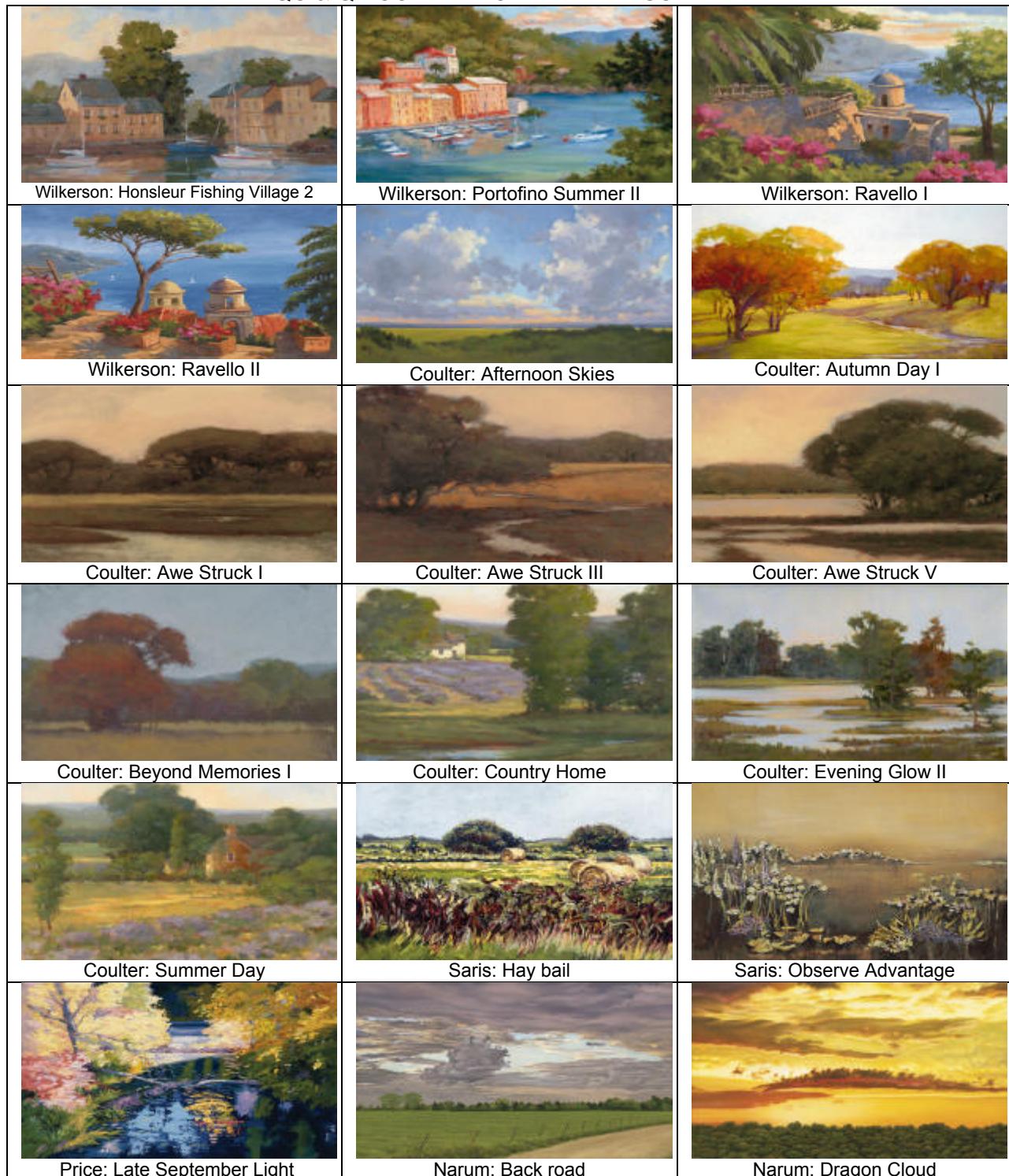
Contemporary Landscape



QC & QX CONTEMPORARY LANDSCAPE



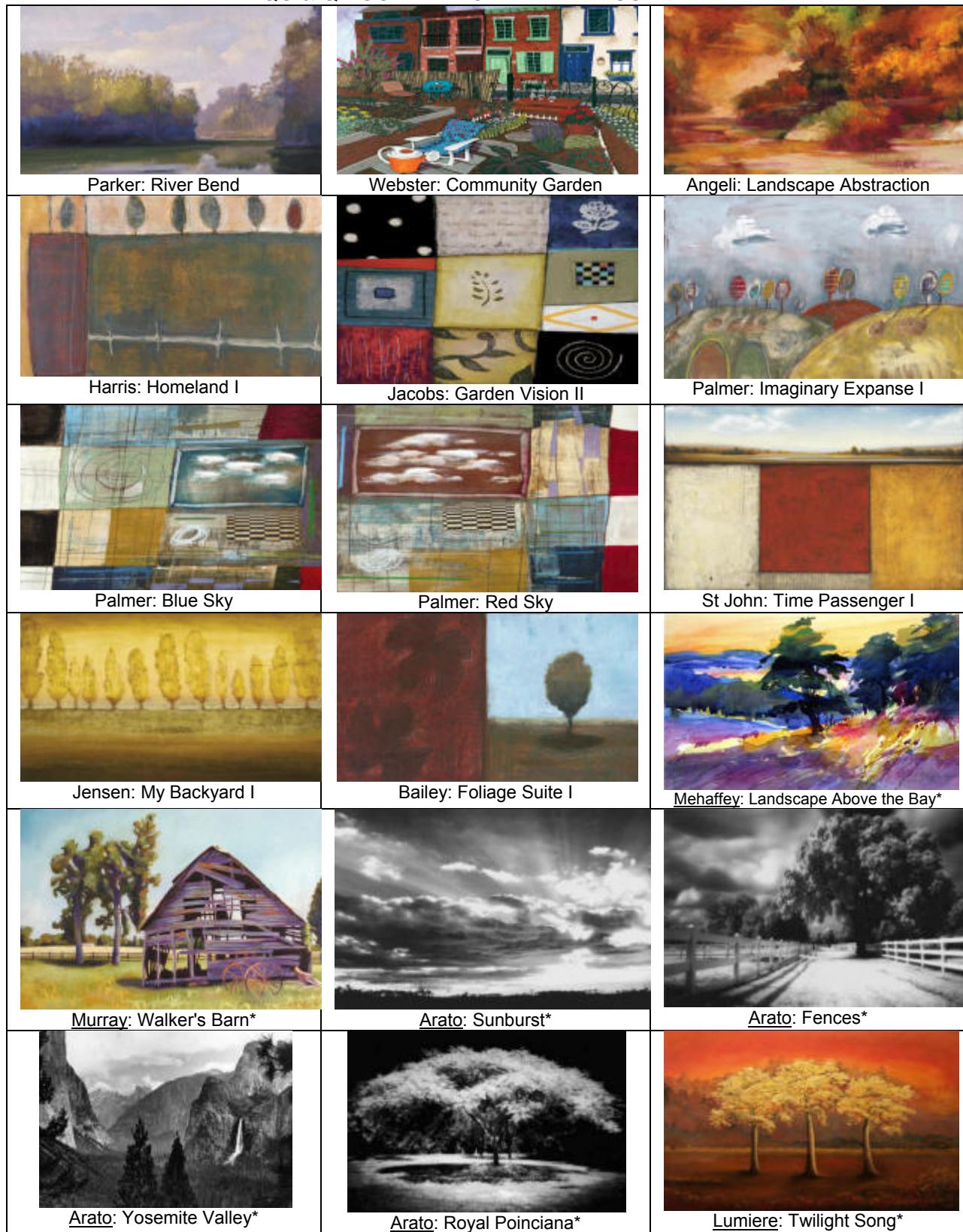
QC & QX CONTEMPORARY LANDSCAPE



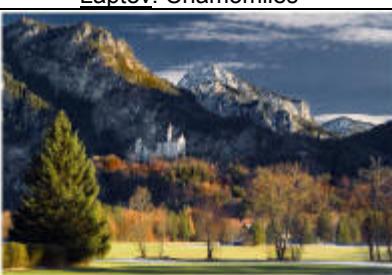
QC & QX CONTEMPORARY LANDSCAPE



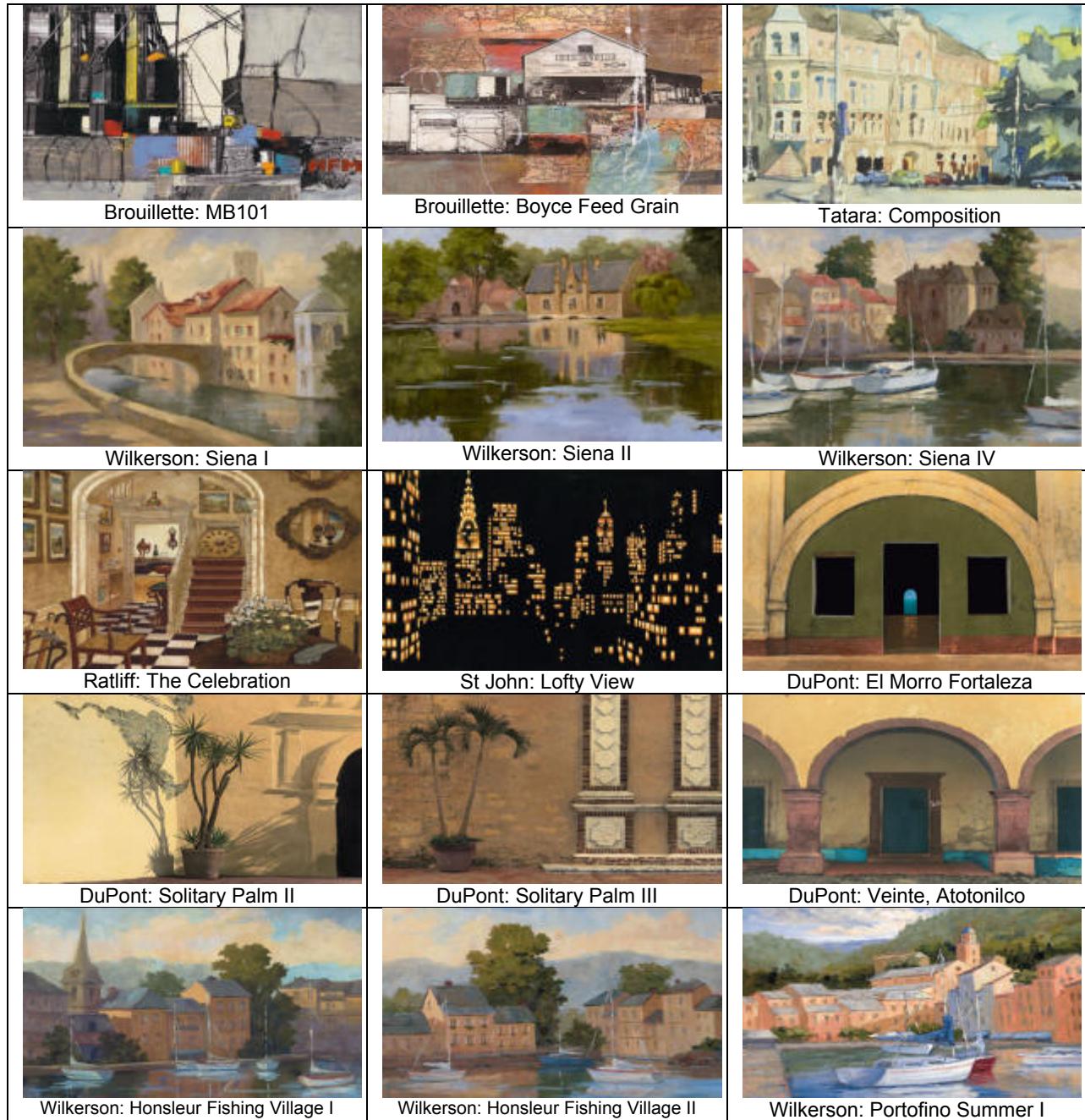
QC & QX CONTEMPORARY LANDSCAPE

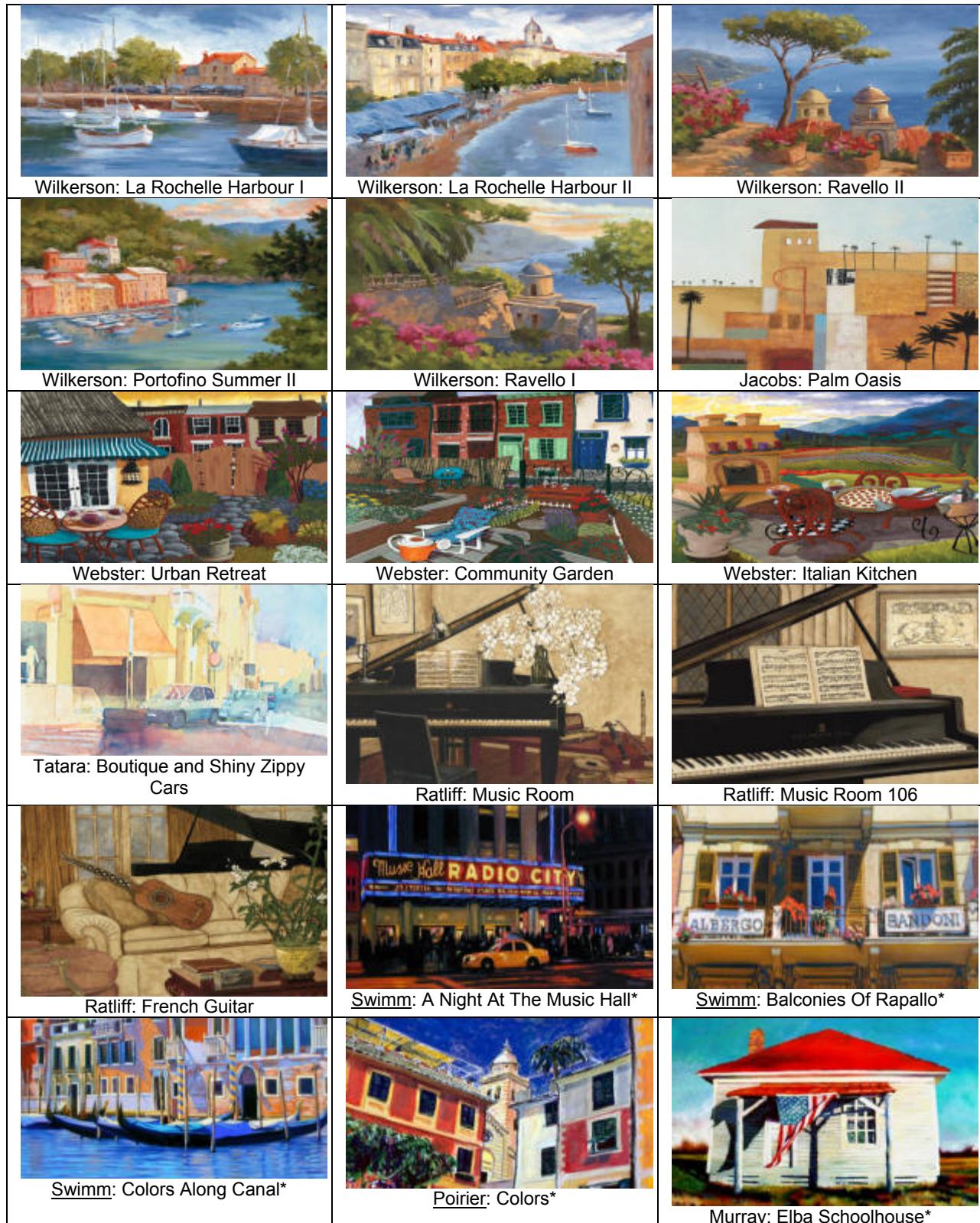


QC & QX CONTEMPORARY LANDSCAPE

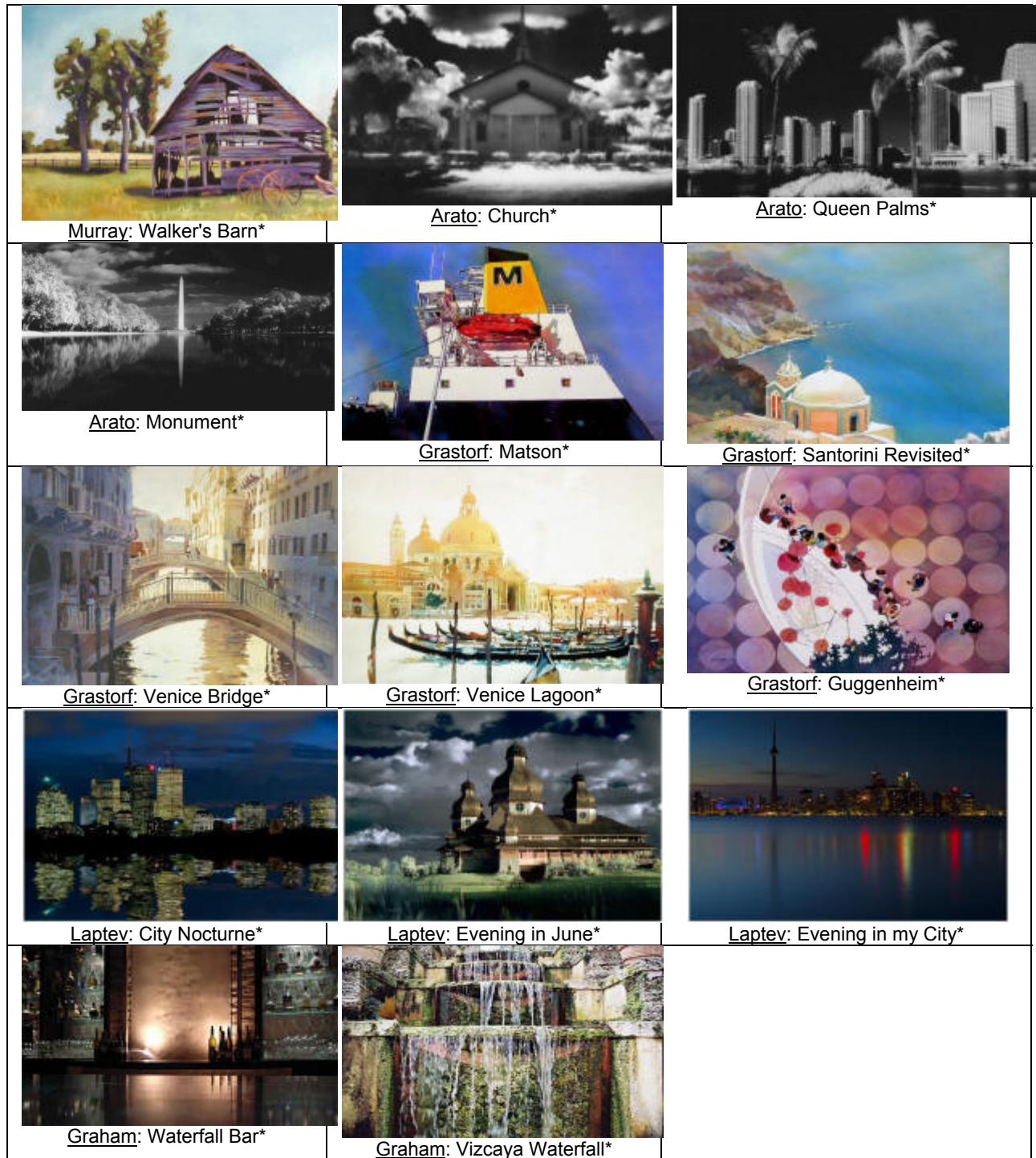
		
<u>Lumiere: Poppies and Lemons*</u>	<u>Lumiere: Pegasus*</u>	<u>Lumiere: After the Ball*</u>
		
<u>Lumiere: Nuns and Lilies*</u>	<u>Grastorf: Santorini Revisited*</u>	<u>Laptev: August in IR*</u>
		
<u>Laptev: Chamomiles*</u>	<u>Laptev: Memories*</u>	<u>Laptev: Foggy October*</u>
		
<u>Laptev: Mountain Fairy Tale*</u>	<u>Laptev: Winter Flight*</u>	<u>Laptev: Mountains wake up*</u>
		
<u>Graham: Bench I*</u>	<u>Graham: Bench II*</u>	<u>Graham: Boulder Beach*</u>

Contemporary Architecture

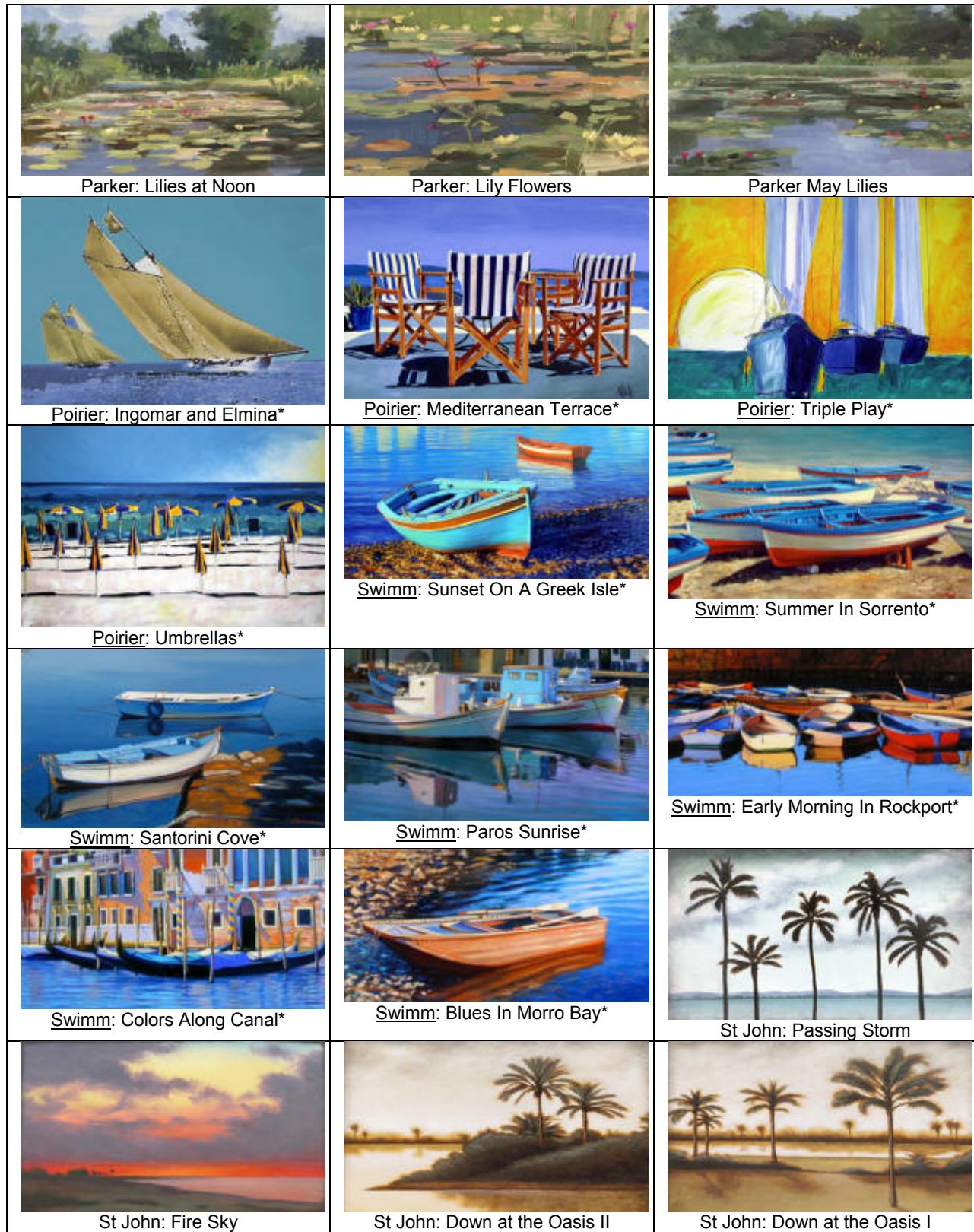




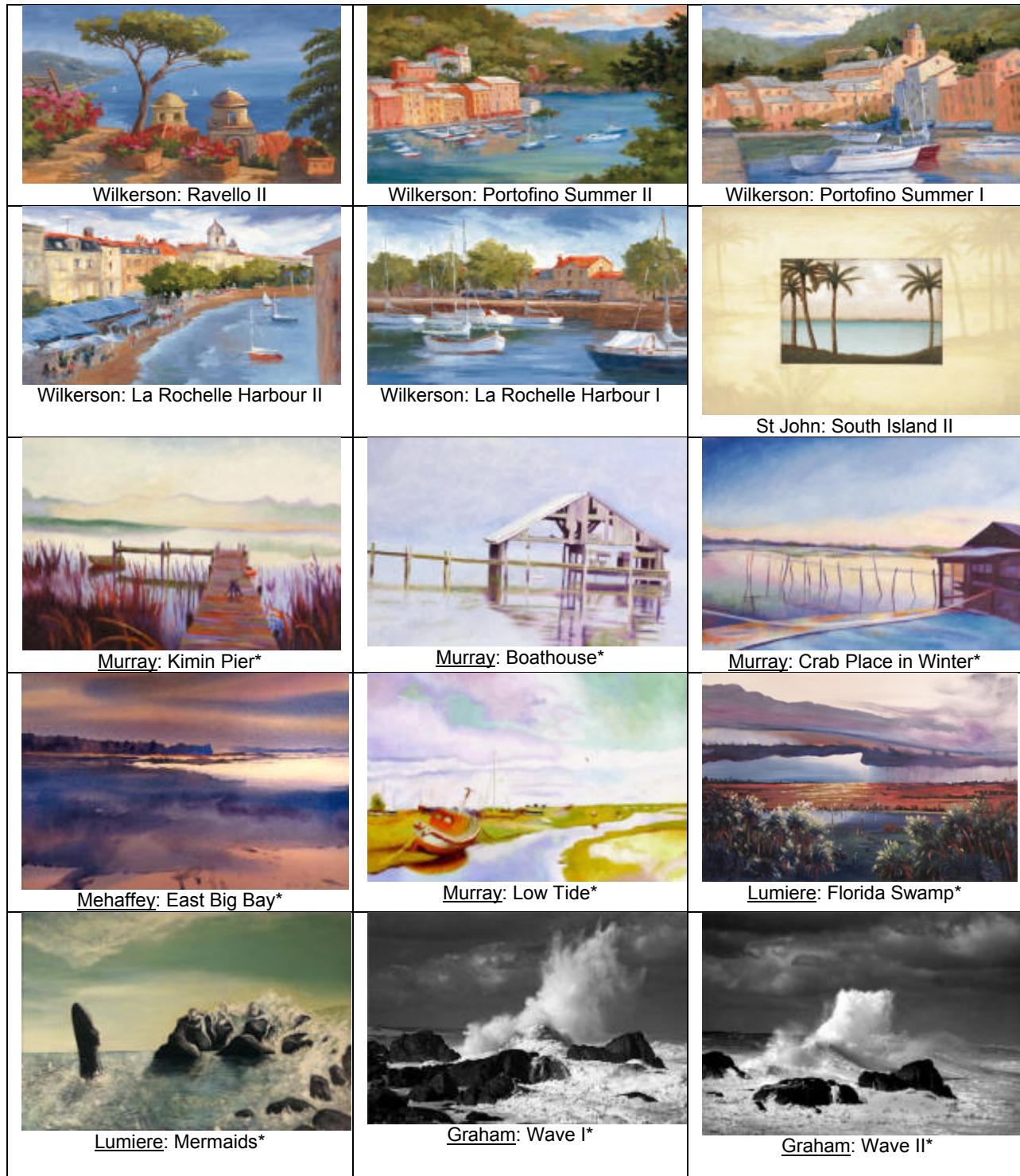
QC & QX CONTEMPORARY ARCHITECTURE

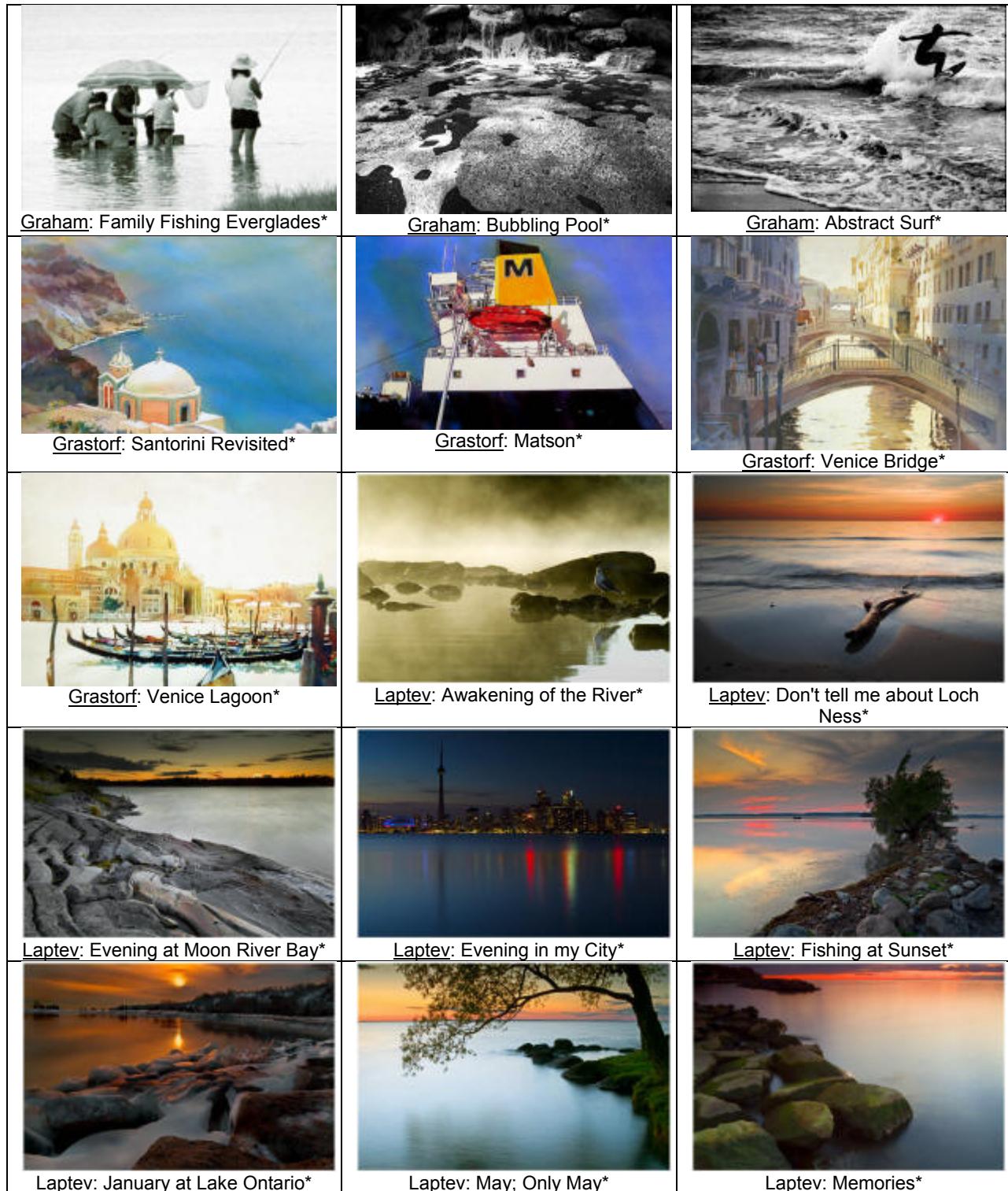


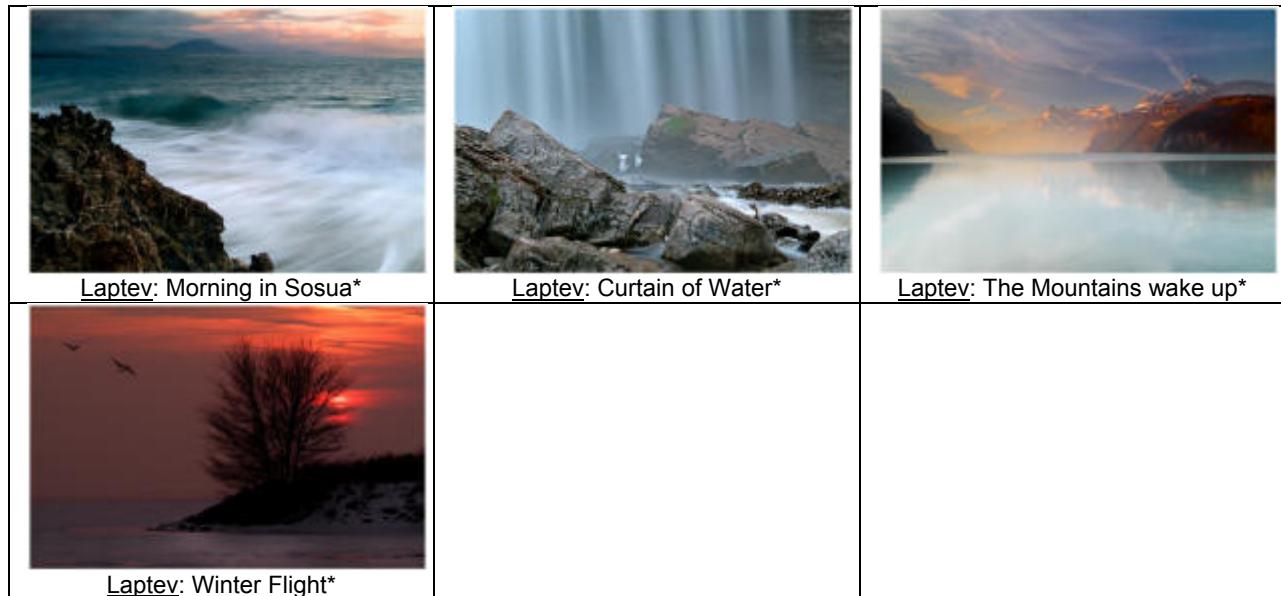
Contemporary Water



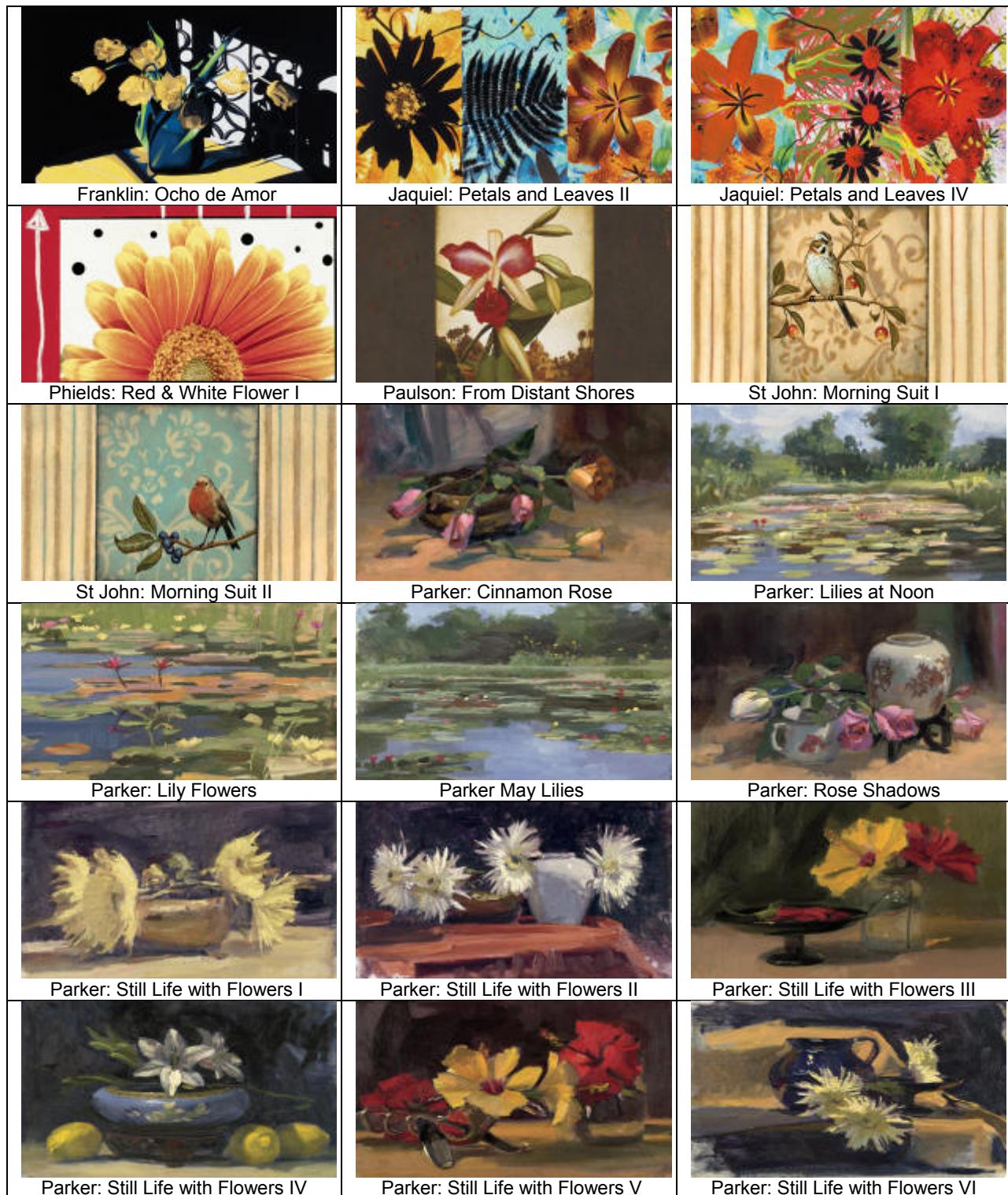
QC & QX CONTEMPORARY WATER

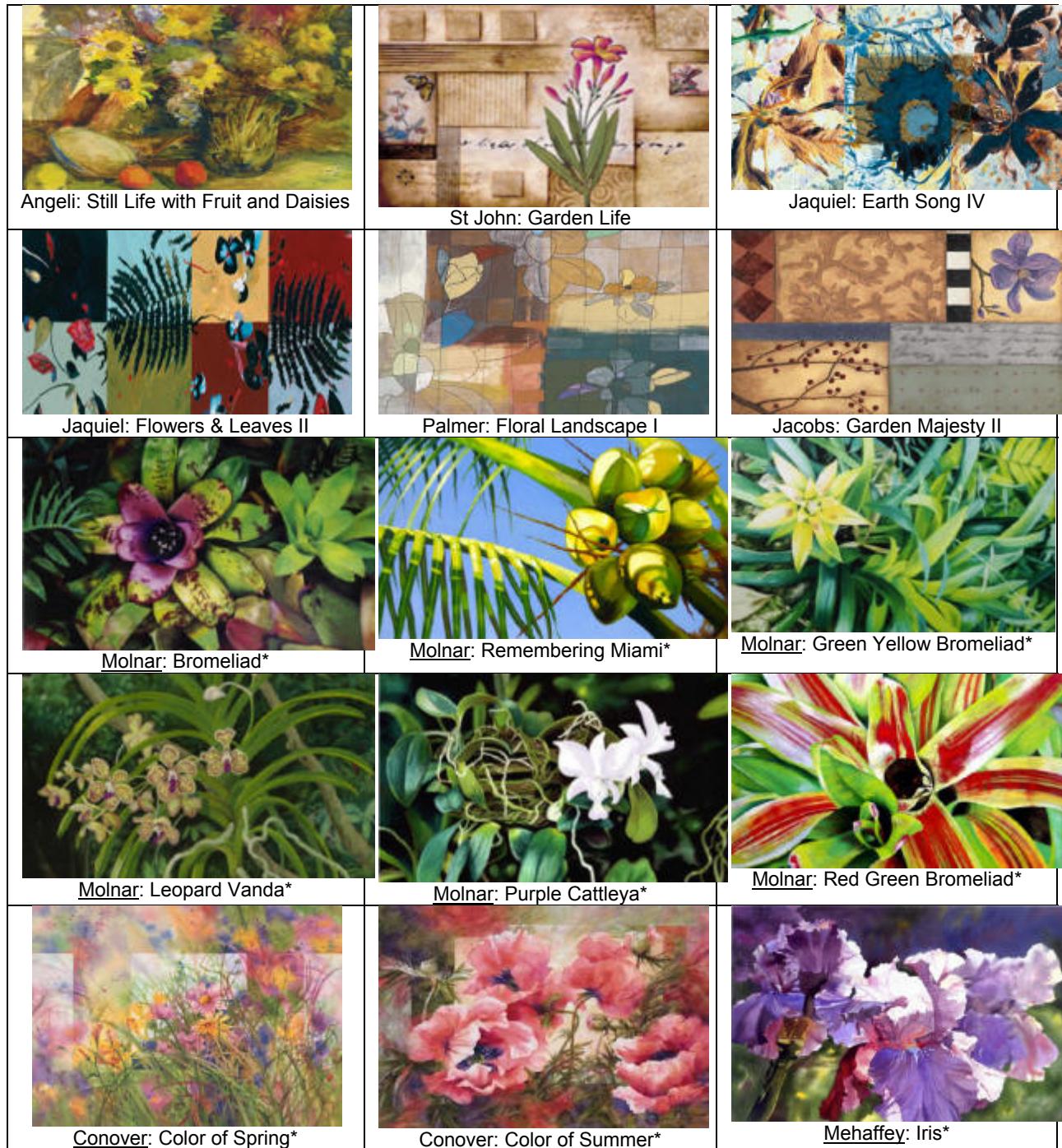


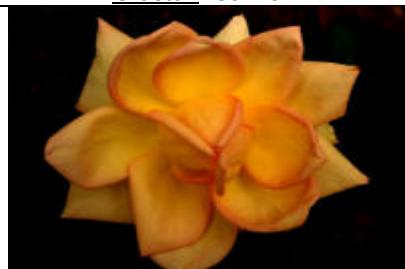




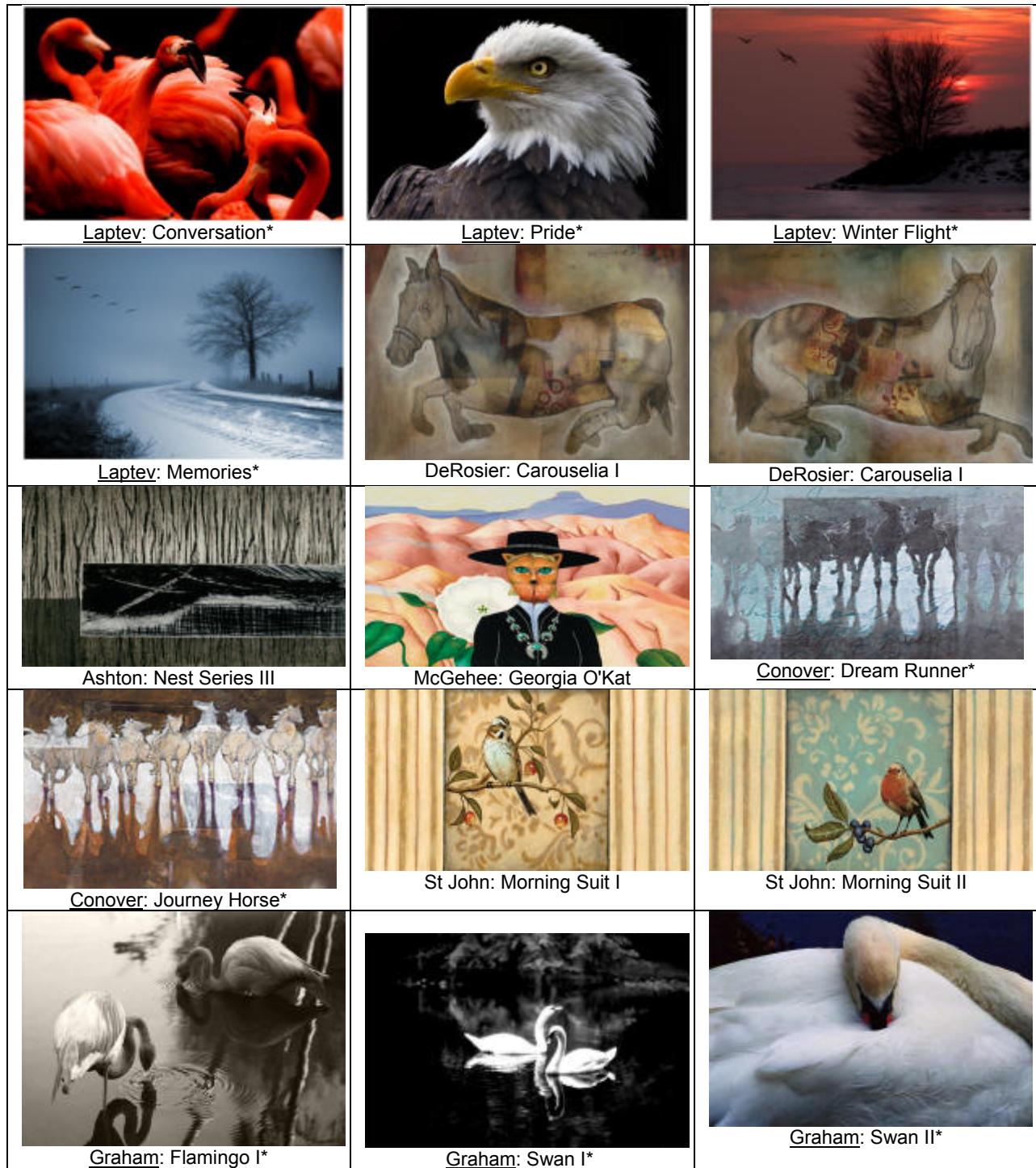
Contemporary Floral





Murray: Paradiso Lily*Murray: Zinnias*Grastorf: Canna*Graham: Floating Orchid*Graham: Leaves I*Graham: Rose I*Graham: Orchid I*Graham: Orchid II*Graham: Christmas Flowers*

Contemporary Fauna





Graham: Swan III*

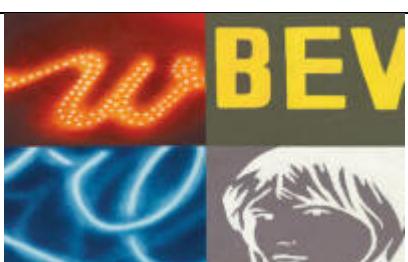


Graham: Ibis I*



Graham: Butterfly II*

Contemporary Figurative

		
Wilkerson: Late Night Conversations I	Wilkerson Late Night Conversations II	Sosa: Blondie has the Blues
		
Sosa: Patterns of Home	Sosa: Silk Blossoms	Sosa: Sister by my Side
		
Sosa: Synchronized Sisters		
		
Angeli: Tribute to Gabriel Munter	DeRosier: Carouselia I	DeRosier: Carouselia I
		
Jacobs: Street I	Brouillette: Jackson Square	Conover: Dream Runner*
		
Warfield: Alliance of Soul and Dance*	Warfield: Celebration*	Conover: Journey Horse*

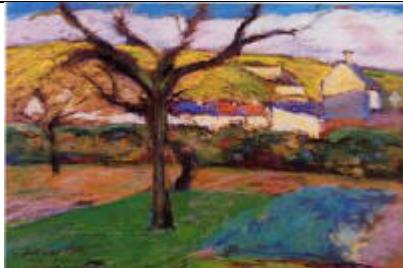
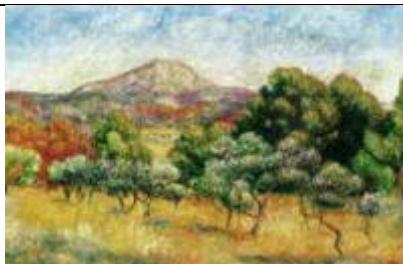


Classical Landscape

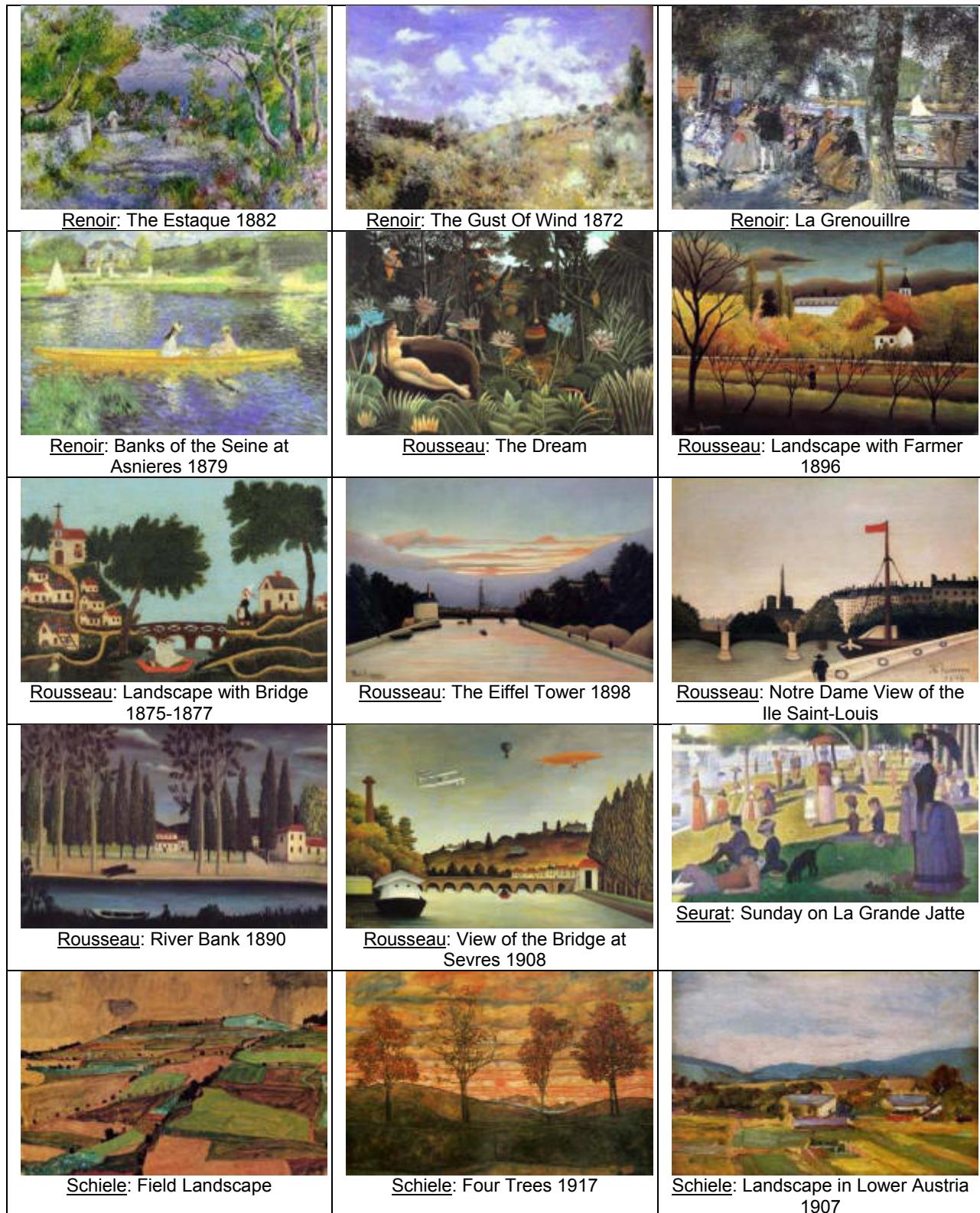
		
<u>Aivazovsky</u> : Landscape with Windmills	<u>Bruegel</u> : The Harvesters	<u>Bruegel</u> : Winter Hunters in the Snow
		
<u>Bruegel</u> : Winter Landscape w/Bird Trap	<u>Cézanne</u> : The Bay from L'Estaque	<u>Cézanne</u> : Mont Sainte-Victoire
		
<u>Cézanne</u> : View from L'Estaque	<u>Cézanne</u> : #01K0113A	<u>Chase</u> : Early Morning Stroll 1887-91
		
<u>Chase</u> : The Orangerie 1910	<u>Constable</u> : Ploughing Scene in Suffolk	<u>Constable</u> : Malvern Hall*
		
<u>Constable</u> : Salisbury Cathedral from Bishop's..	<u>Constable</u> : Weymouth Bay	<u>Constable</u> : The Haywain

		
<u>Constable</u> : Mill at Gillingham	<u>Constable</u> : Golding Constables Kitchen Garden	<u>Constable</u> : Dedham Vale Morning
		
<u>Degas</u> : Horses in a Meadow 1871	<u>Degas</u> : Landscape at Valery-sur-Somme	<u>Fragonard</u> : Le Petit Parc
		
<u>Grimshaw</u> : Bowder Stone at Borrowdale	<u>Grimshaw</u> : Autumn Morning	<u>Grimshaw</u> : November Afternoon at Stapleton Park
		
<u>Grimshaw</u> : Roundhay Lake from Castle	<u>Grimshaw</u> : The Turn of the Road	<u>Grimshaw</u> : The Lovers
		
<u>Klimt</u> : Apple Tree II	<u>Klimt</u> : Farmhouse with Birches	<u>Macke</u> : Southern Rider

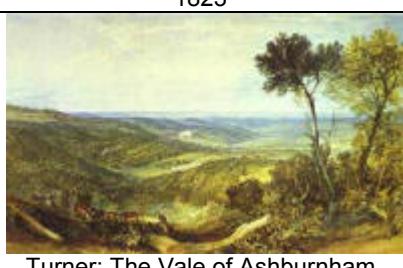
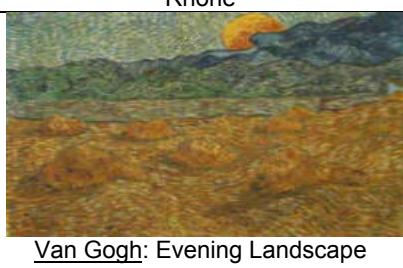
CLASSICAL LANDSCAPE

		
<u>Macke: Landschaft bei Hammamet</u>	<u>Macke: #OPAM008</u>	<u>Manet: Banks of the Seine at Argenteuil</u>
		
<u>Manet: Music in the Tuileries Gardens</u>	<u>Manet: Monet Family in the Garden</u>	<u>Pissarro: Entrance to the Village</u>
		
<u>Pissarro: Landscape I</u>	<u>Pissarro: Route De Louveciennes</u>	<u>Pissarro: Houses</u>
		
<u>Pissarro: Boulevard Montmartre</u>	<u>Redon: Breton Village 1890</u>	<u>Redon: Near the Harbor Brittany 1880</u>
		
<u>Redon: Peyrelebade Landscape 1868</u>	<u>Renoir: Mont Sainte Victoire</u>	<u>Renoir: Woman With Her Son</u>

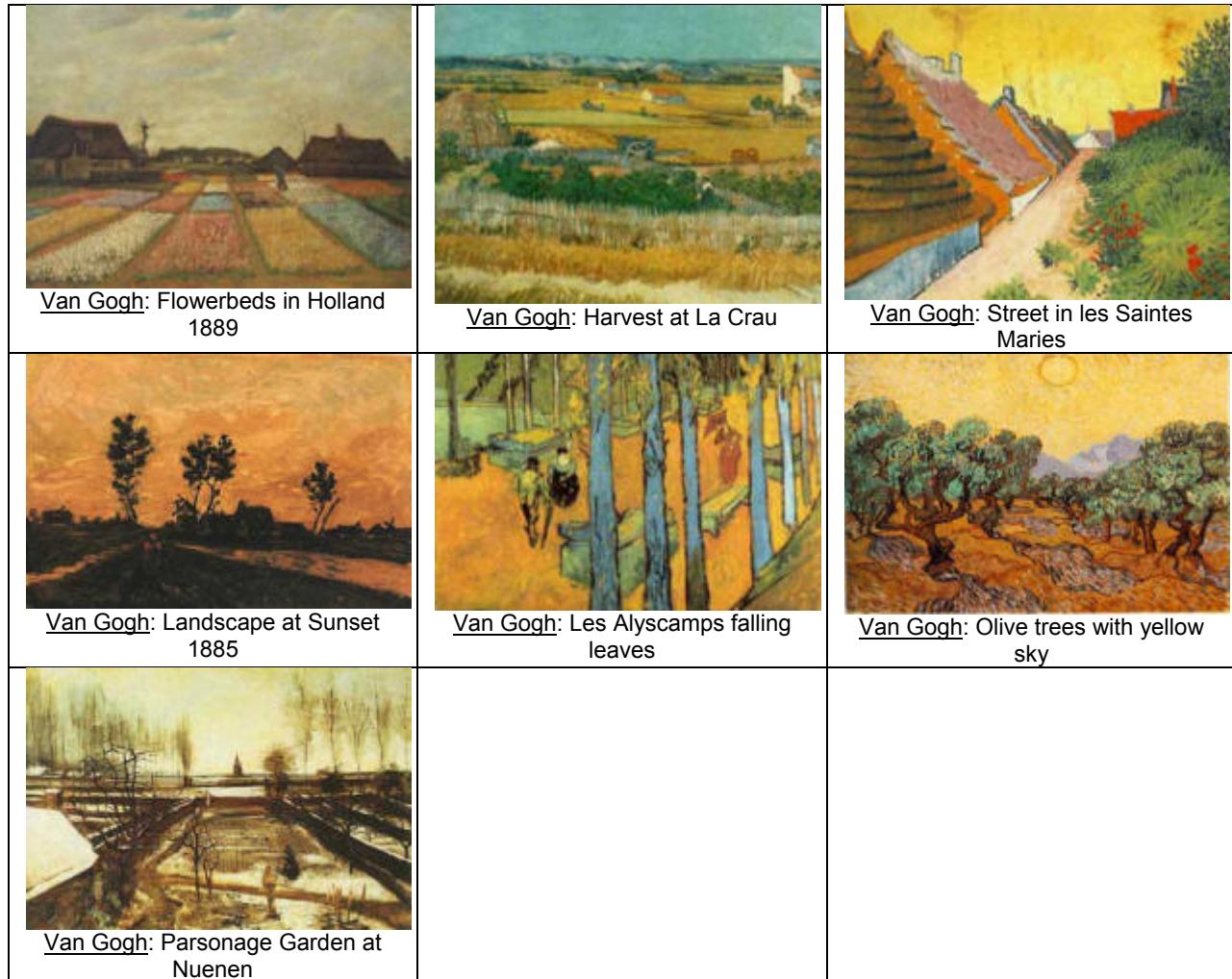
CLASSICAL LANDSCAPE



CLASSICAL LANDSCAPE

		
Schiele: Village by the River 1908	Schiele: Stein on the Danube	Turner: Childe Harolds Pilgrimage 1823
		
Turner: London 1809	Turner: Stonehenge 1825-1828	Turner: The Vale of Ashburnham
		
Turner: Tilvaux Abbey Yorkshire	Van Gogh: Starry Night	Van Gogh: Starry Night over the Rhone
		
Van Gogh: Wheatfield under Clouded Sky	Van Gogh: Autumn Landscape 1885	Van Gogh: Evening Landscape w/Rising Moon
		
Van Gogh: Farmhouse in Provence 1888	Van Gogh: Farmhouses in a field near Arles	Van Gogh: Field with Poppies 1889

CLASSICAL LANDSCAPE



Classical Architecture

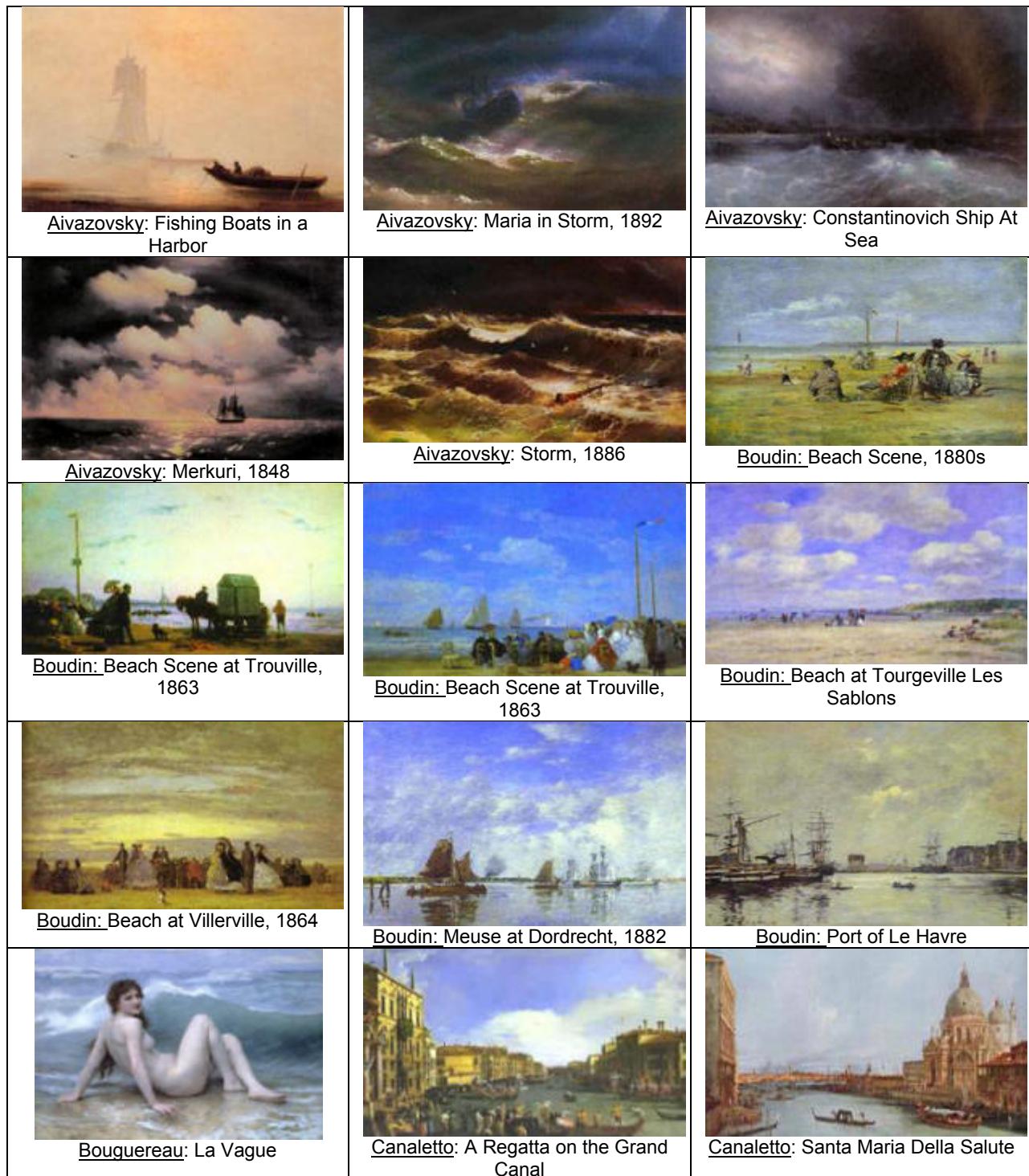
		
Aivazovsky: Landscape with Windmills	Canaletto: A Regatta on the Grand Canal	Canaletto: Santa Maria Della Salute
		
Canaletto: Basin of San Marco	Canaletto: Quay Of The Piazzetta	Carpaccio: Funeral of St Jerome
		
Chase: A Friendly Visit 1895	Chase: In the Studio 1882	Constable: Malvern Hall
		
Constable: Salisbury Cathedral from Bishop's..	Degas: Dance Class 1871	El Greco: View & Plan of Toledo
		
Grimshaw: Autumn Morning	Grimshaw: Greenock	Grimshaw: Roundhay Lake from Castle



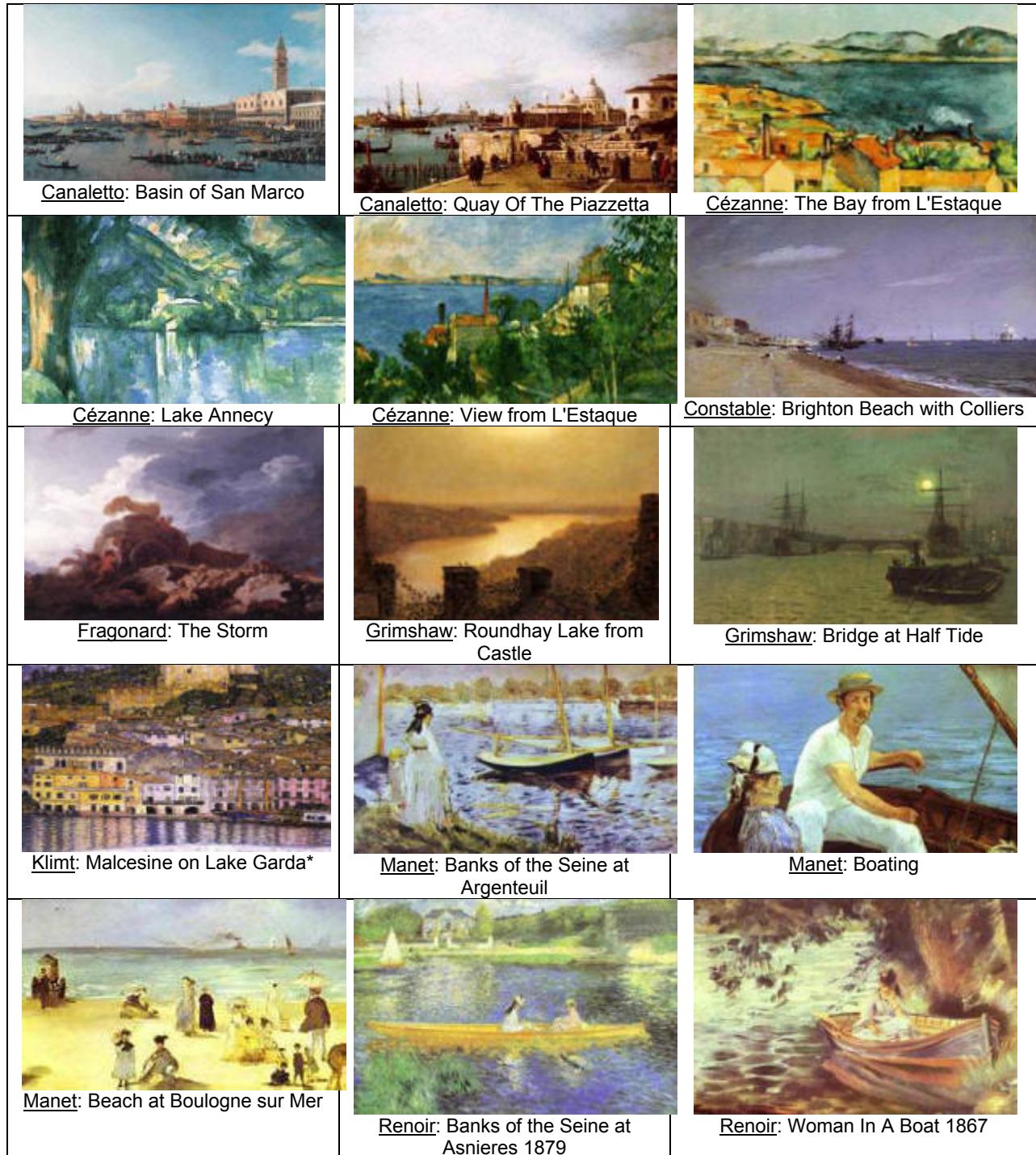
CLASSICAL ARCHITECTURE

		
Schiele: House with Drying Laundry 1917	Schiele: Houses on the Town Square in Klosterneuberg	Schiele: Stein on the Danube
		
Tissot: Portsmouth Dockyard	Tissot: Room Overlooking the Harbour	Turner: The Grand Canal, Venice
		
Turner: Stonehenge 1825-1828	Turner: London 1809	Van Gogh: All Night Cafe at Arles
		
Van Gogh: The Artist's Room	Van Gogh: Boulevard de Clichy	Van Gogh: Restaurant at Asnieres 1887
		
Van Gogh: Street in les Saintes Maries	Van Gogh: Restaurant de la Sirene	

Classical Water Scenes



CLASSICAL WATER SCENES



		
Rousseau: River Bank 1890	Rousseau: The Banks of the Oise 1908	Rousseau: The Flamingos 1907
		
Seurat: Bathers at Asnires (1883-84)	Seurat: Sunday on La Grande Jatte	Schiele: Village by the River 1908
		
Schiele: Village by the River 1908	Tissot: Portsmouth Dockyard	Tissot: Room Overlooking the Harbour
		
Tissot: The Thames	Turner: The Grand Canal, Venice	Van Gogh: Starry Night over the Rhone
		
Van Gogh: Fishing boats on the beach 1888	Van Gogh: Oise Riverside	

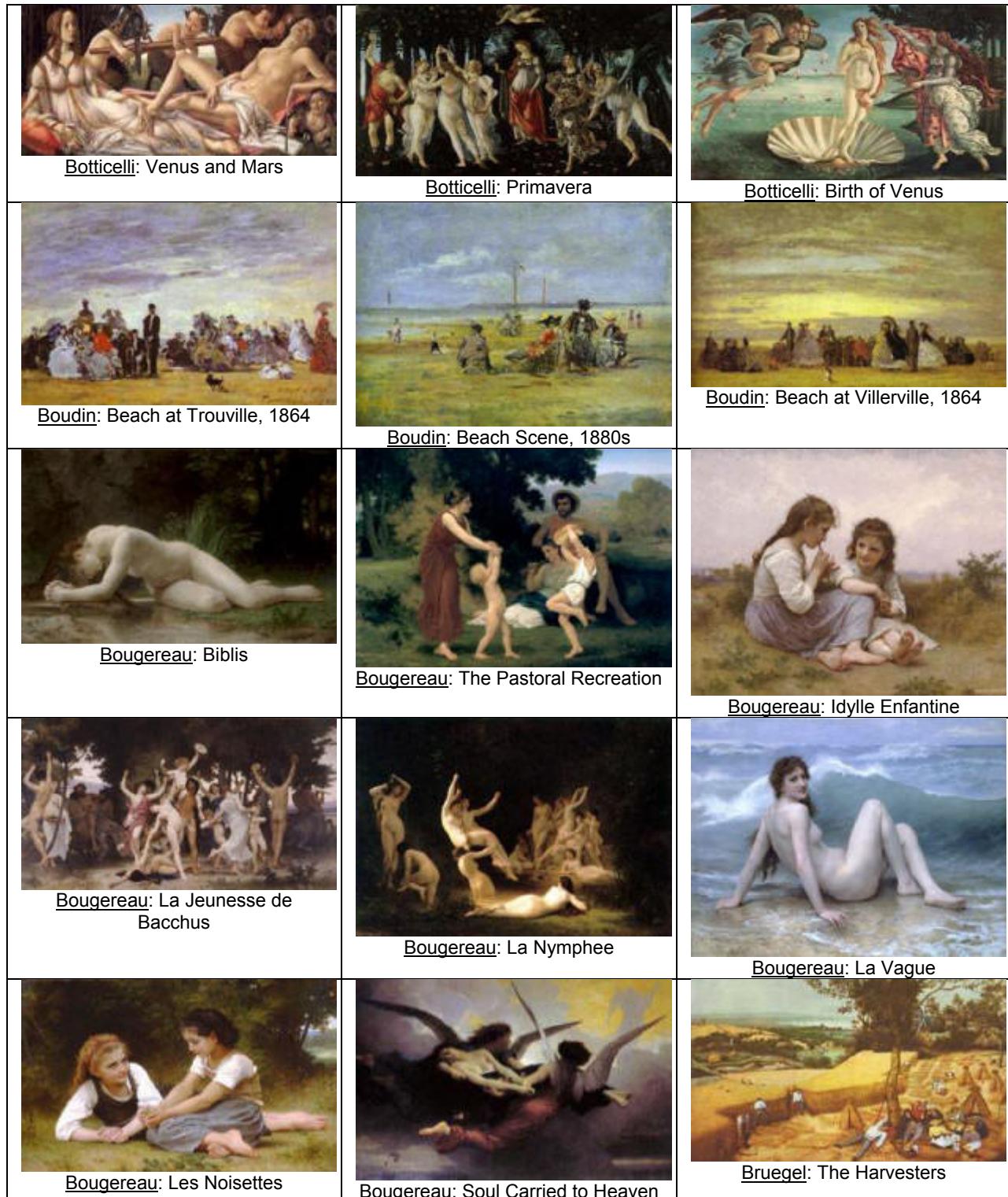
Classical Floral

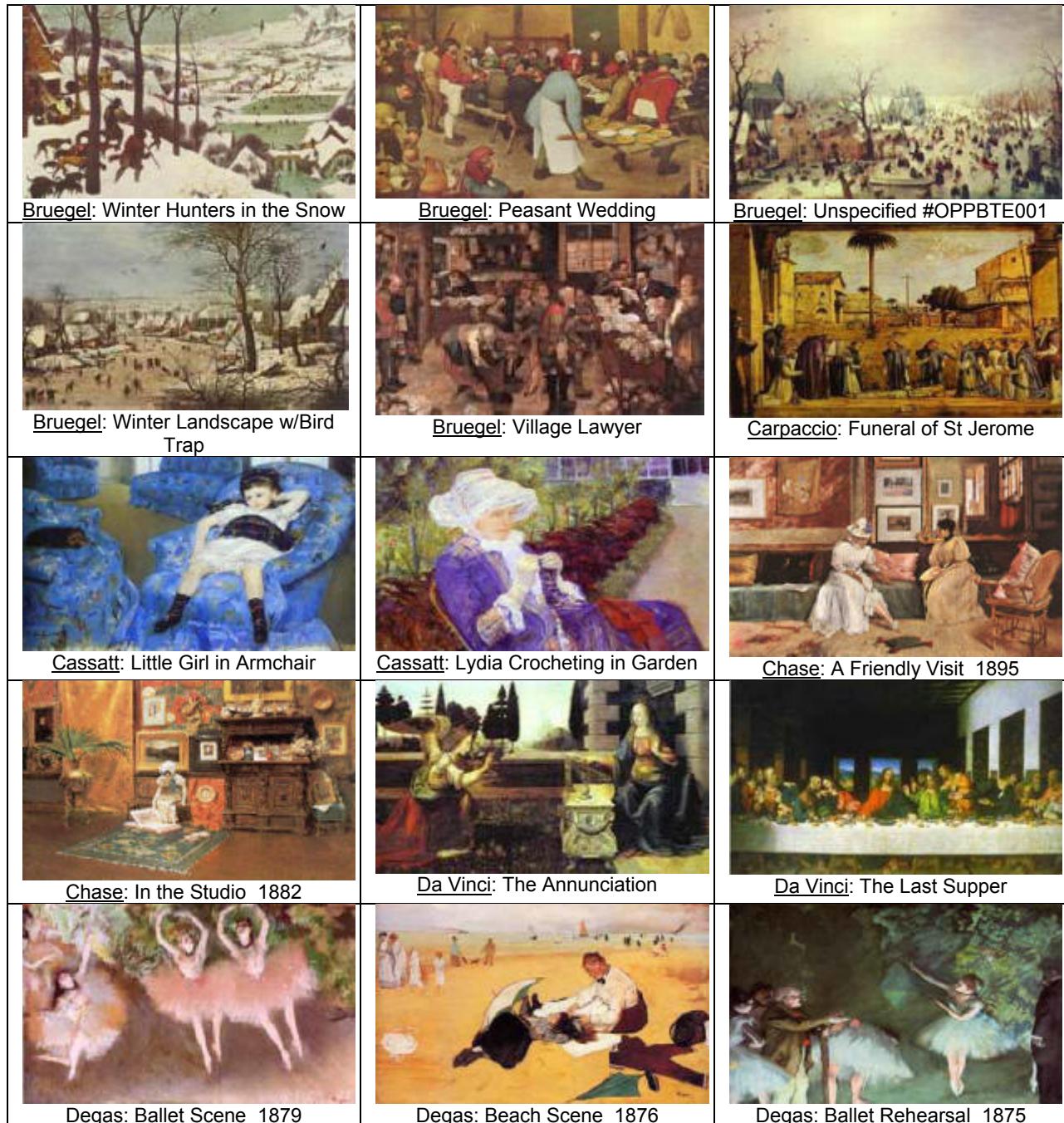
		
Cezanne: Apples & Plate of Biscuits	Cezanne: Basket of Apples	Cezanne: Still life with curtain, pitcher, and bowl
		
Gris: Fruit and Book 1925	Gris: Fruit with Bowl 1926	Gris: Guitar and Fruit Bowl on a Table 1918
		
Manet: Still Life with Melon and Peaches	Redon: Geraniums 1910	Redon: Nasturtiums 1912
		
Redon: Flowers 1909	Rousseau: The Flamingos 1907	Van Gogh: Bowl with Sunflowers
		
Van Gogh: Iris 1889		

Classical Fauna

		
<u>Bruegel</u> : Winter Hunters in the Snow	<u>Constable</u> : The Haywain	<u>Degas</u> : At the Races, the Start 1861-1862
		
<u>Degas</u> : Before the Race 1882-1884	<u>Degas</u> : Before the Start 1875-1876	<u>Degas</u> : Racehorses before the Stands 1866-1868
		
<u>Degas</u> : Horses in a Meadow 1871	<u>Degas</u> : Jockeys 1882	<u>Degas</u> : Jockeys in the Rain 1886
		
<u>Gauguin</u> : #OPG018	<u>Gauguin</u> : #OPG002	<u>Macke</u> : Southern Rider
		
<u>Rousseau</u> : The Dream	<u>Rousseau</u> : The Sleeping Gypsy	<u>Shaver</u> : Returning from the Hunt

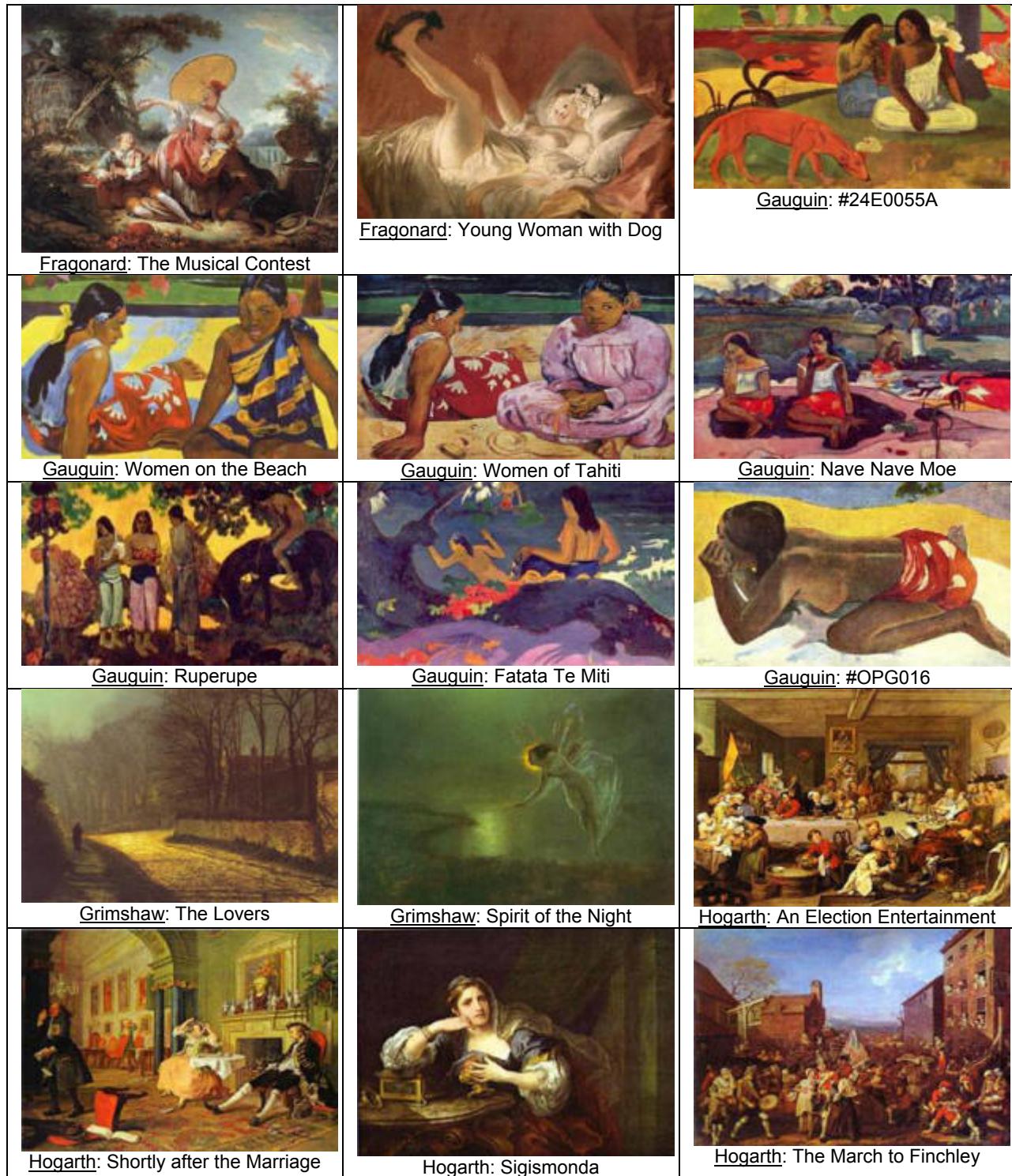
Classical Figurative



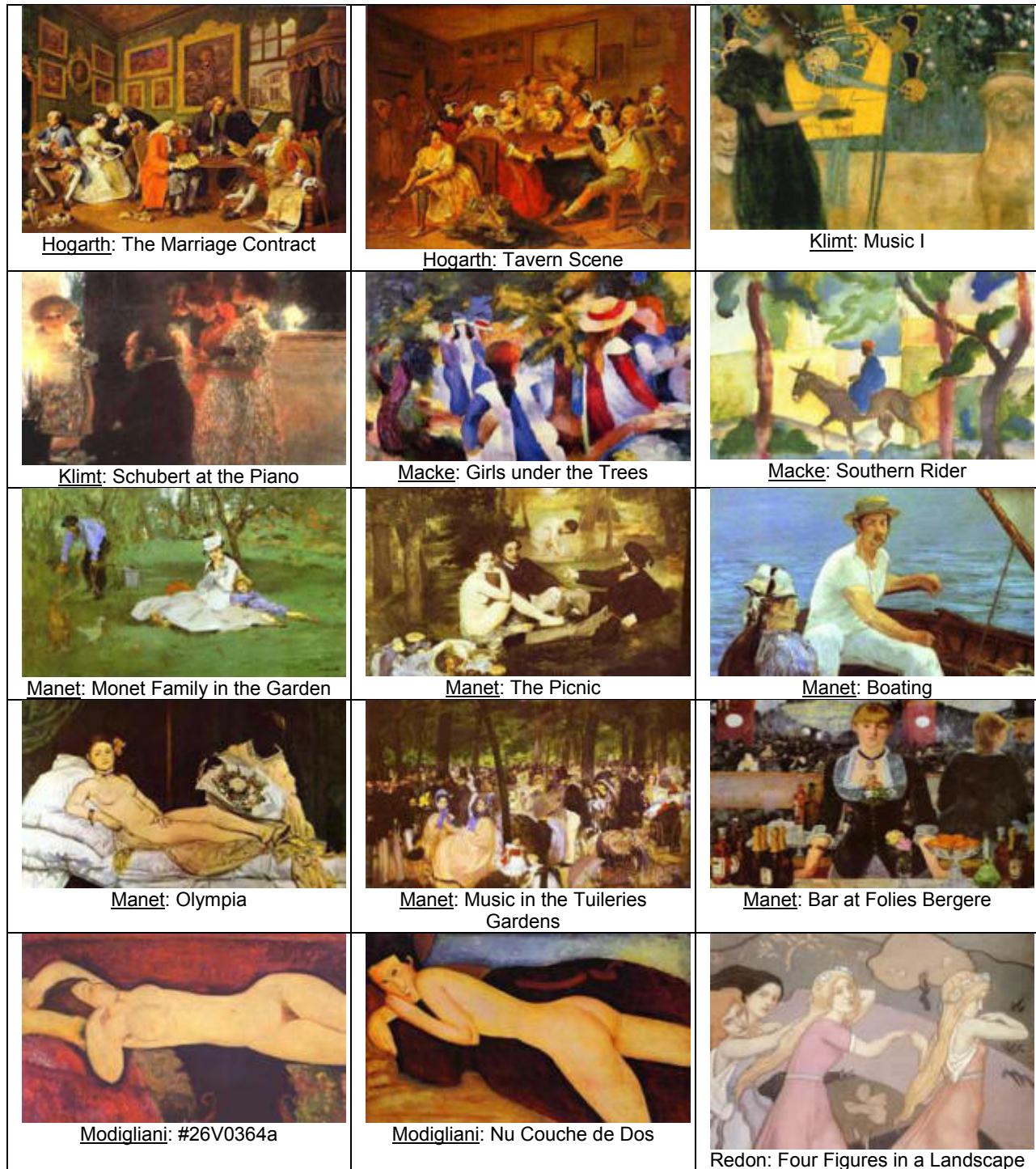


CLASSICAL FIGURATIVE

		
<u>Degas: Dancer Onstage with a Bouquet 1876</u>	<u>Degas: Dance Class 1871</u>	<u>Degas: The Ballerinas 1885</u>
		
<u>Degas: The Ballet Rehearsal on Stage 1874</u>	<u>Degas: Jockeys 1882</u>	<u>Degas: Lowering the Curtain 1880</u>
		
<u>Degas: Jockeys in the Rain 1886</u>	<u>Degas: Two Ballet Dancers 1879</u>	<u>El Greco: Agony in the Garden</u>
		
<u>El Greco: Angelic Concert</u>	<u>El Greco: Christ Driving the Traders from the Temple</u>	<u>El Greco: Christ Healing the Blind</u>
		
<u>El Greco: The Disrobing of Christ</u>	<u>Fragonard: Adoration of the Shepherds</u>	<u>Fragonard: Psyche Showing her Sisters...</u>

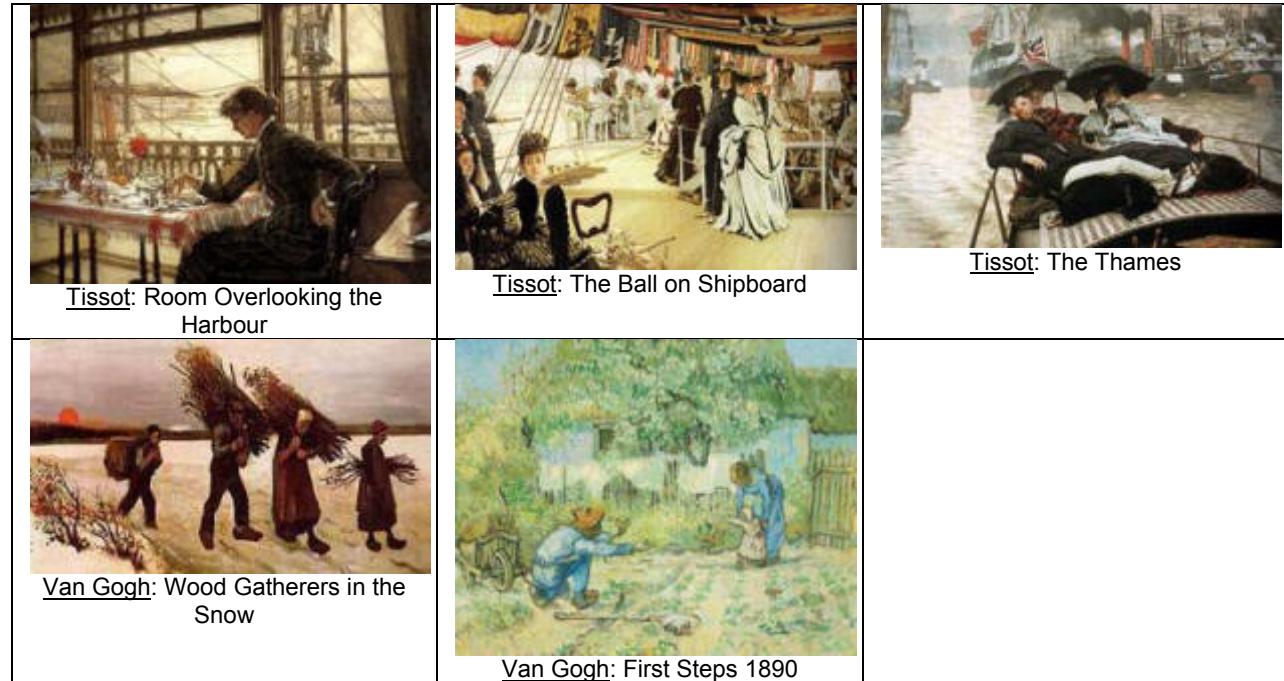


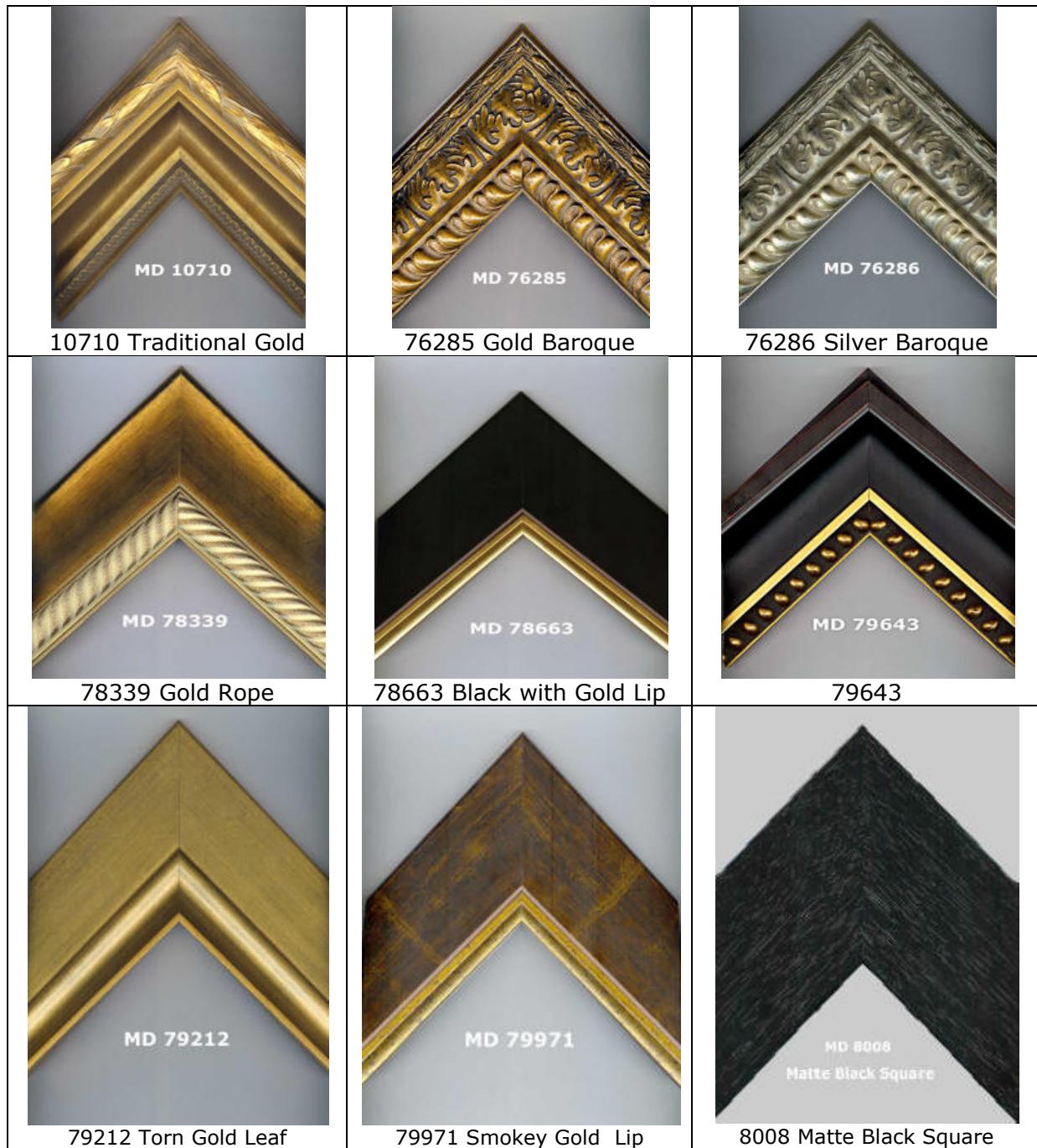
CLASSICAL FIGURATIVE





CLASSICAL FIGURATIVE

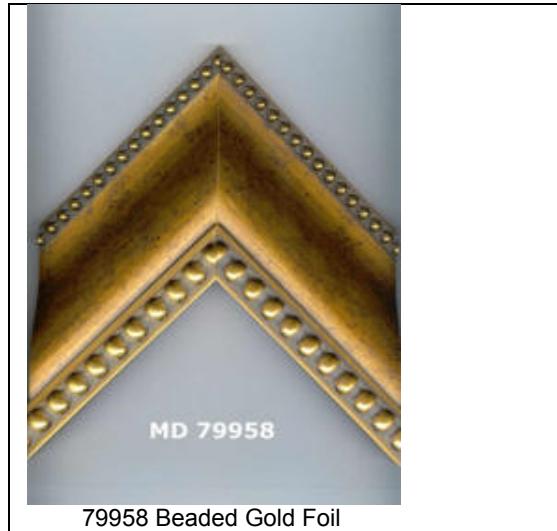


QC AND QX FRAMES (NO CHARGE)

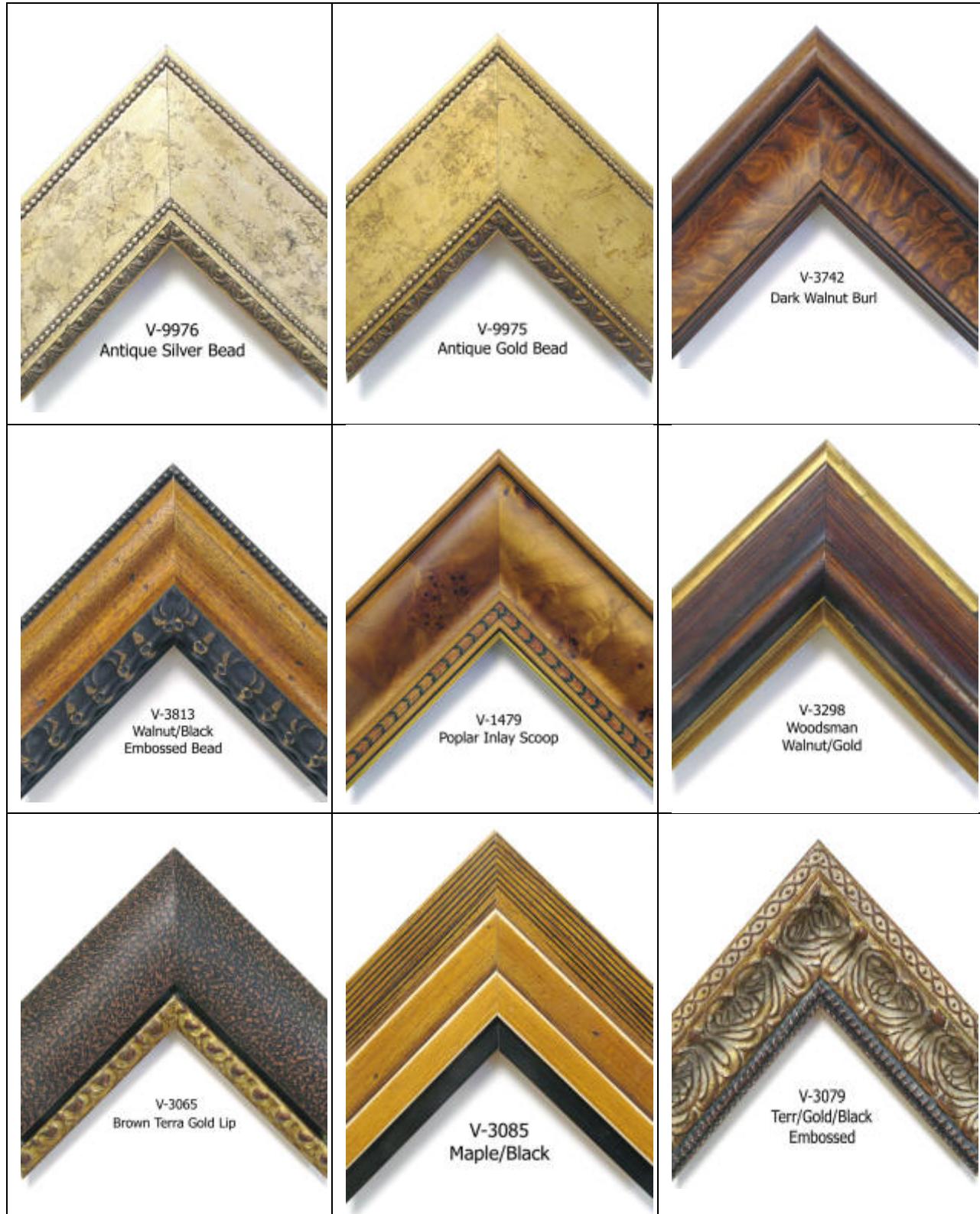
QC & QX FRAME SELECTIONS (NO CHARGE)



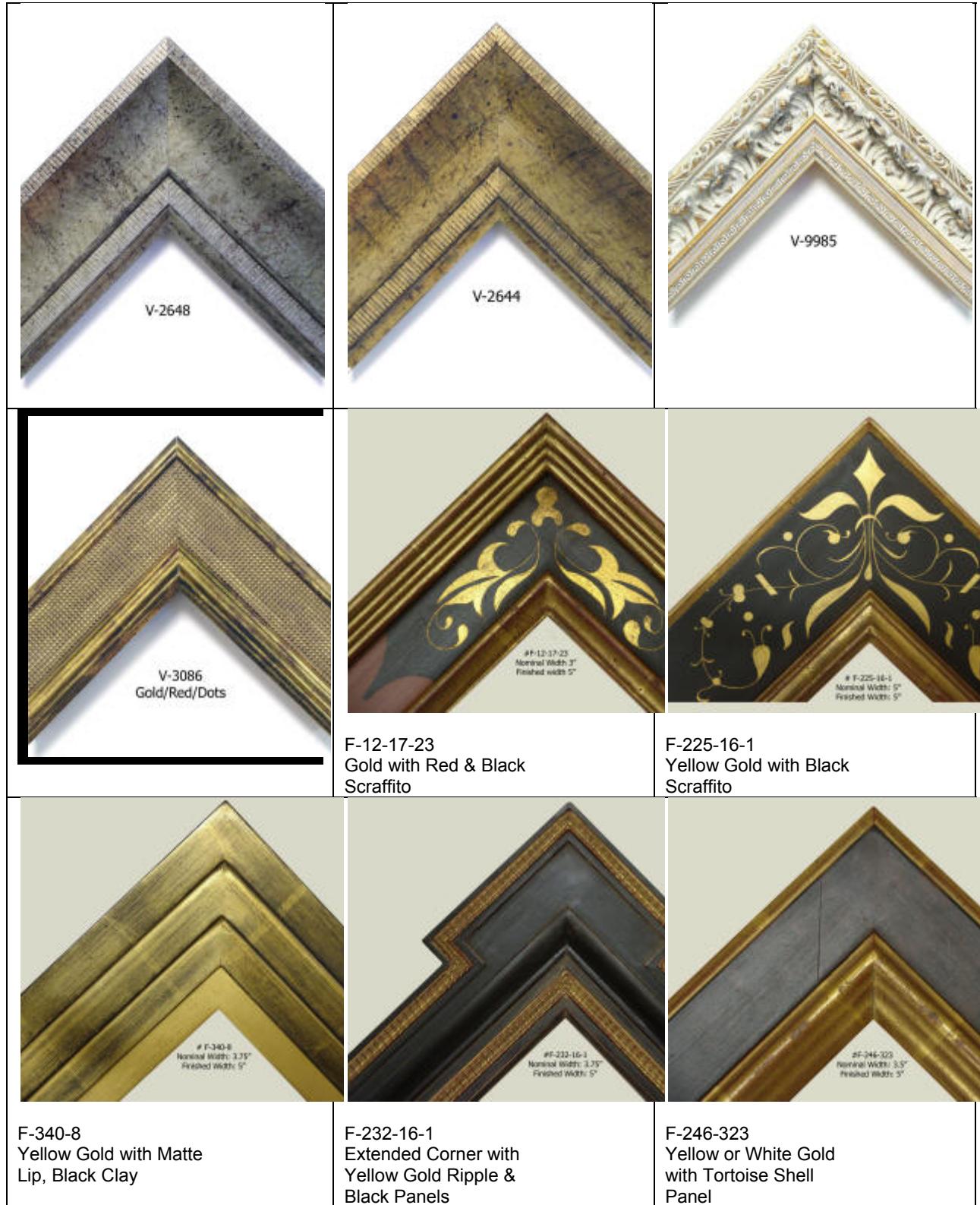
QC & QX FRAME SELECTIONS (NO CHARGE)



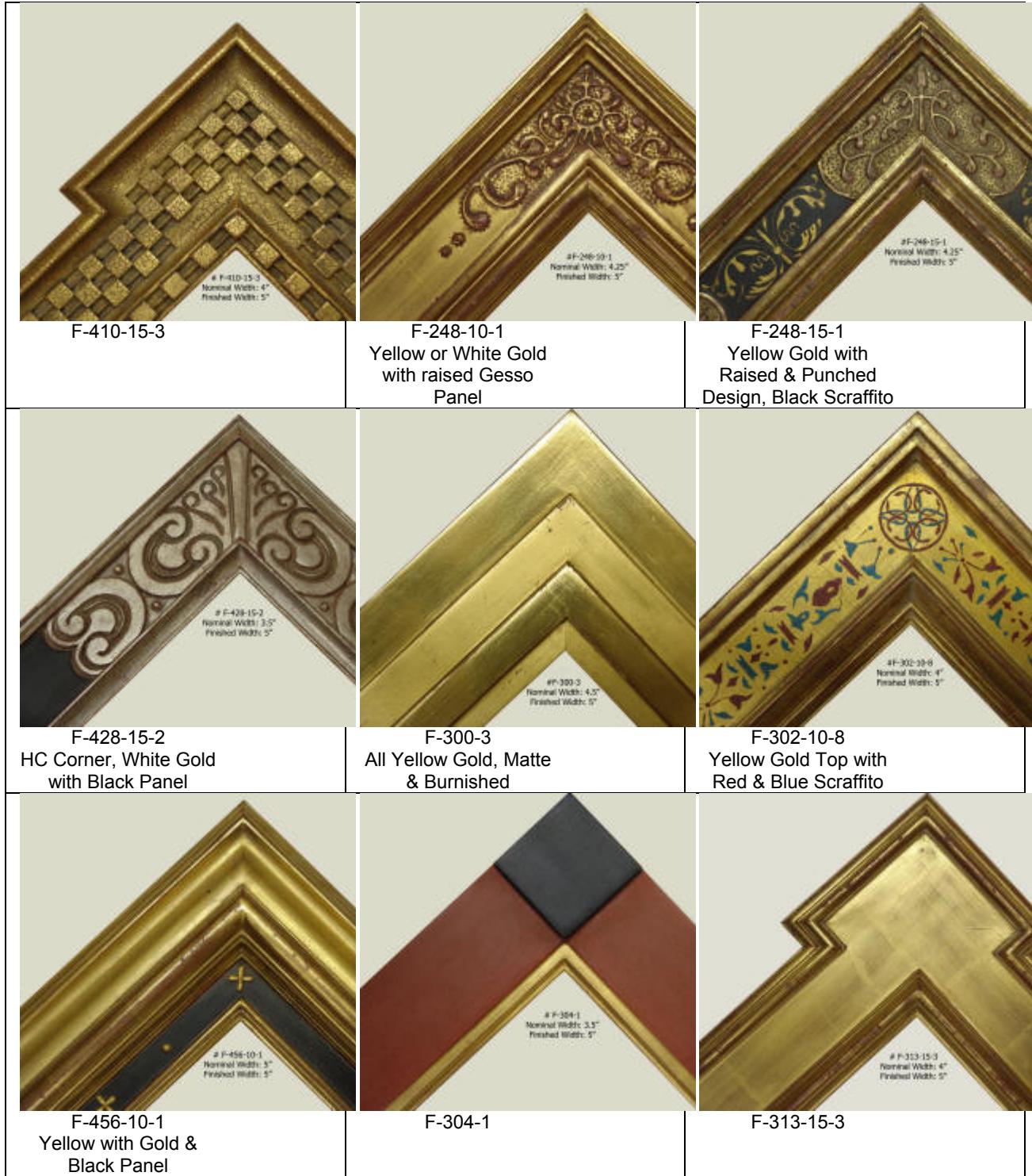
79958 Beaded Gold Foil

QC AND QX FRAMES (SURCHARGE)

QC & QX FRAME SELECTIONS (SURCHARGE)



QC & QX FRAME SELECTIONS (SURCHARGE)



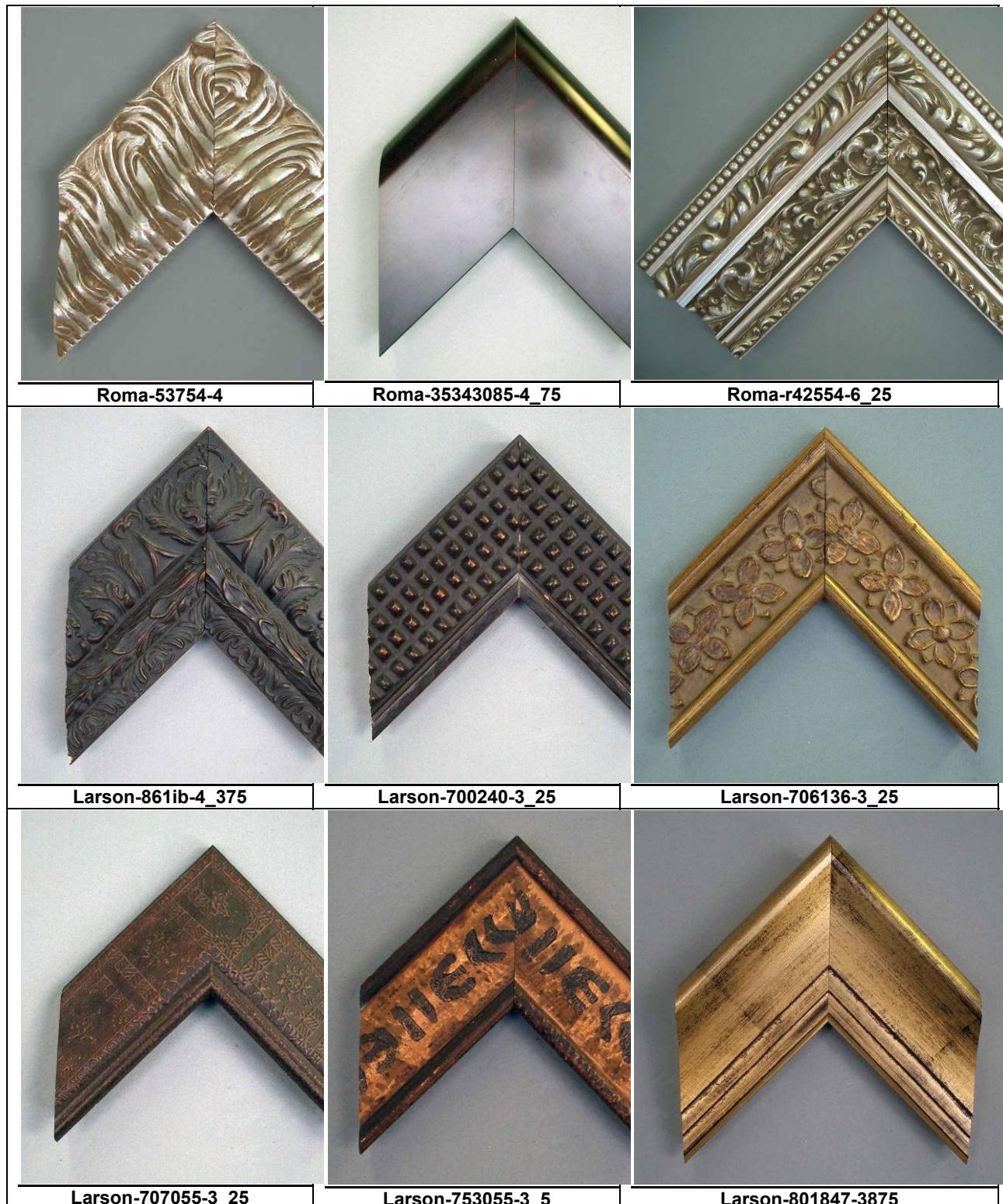
QC & QX FRAME SELECTIONS (SURCHARGE)



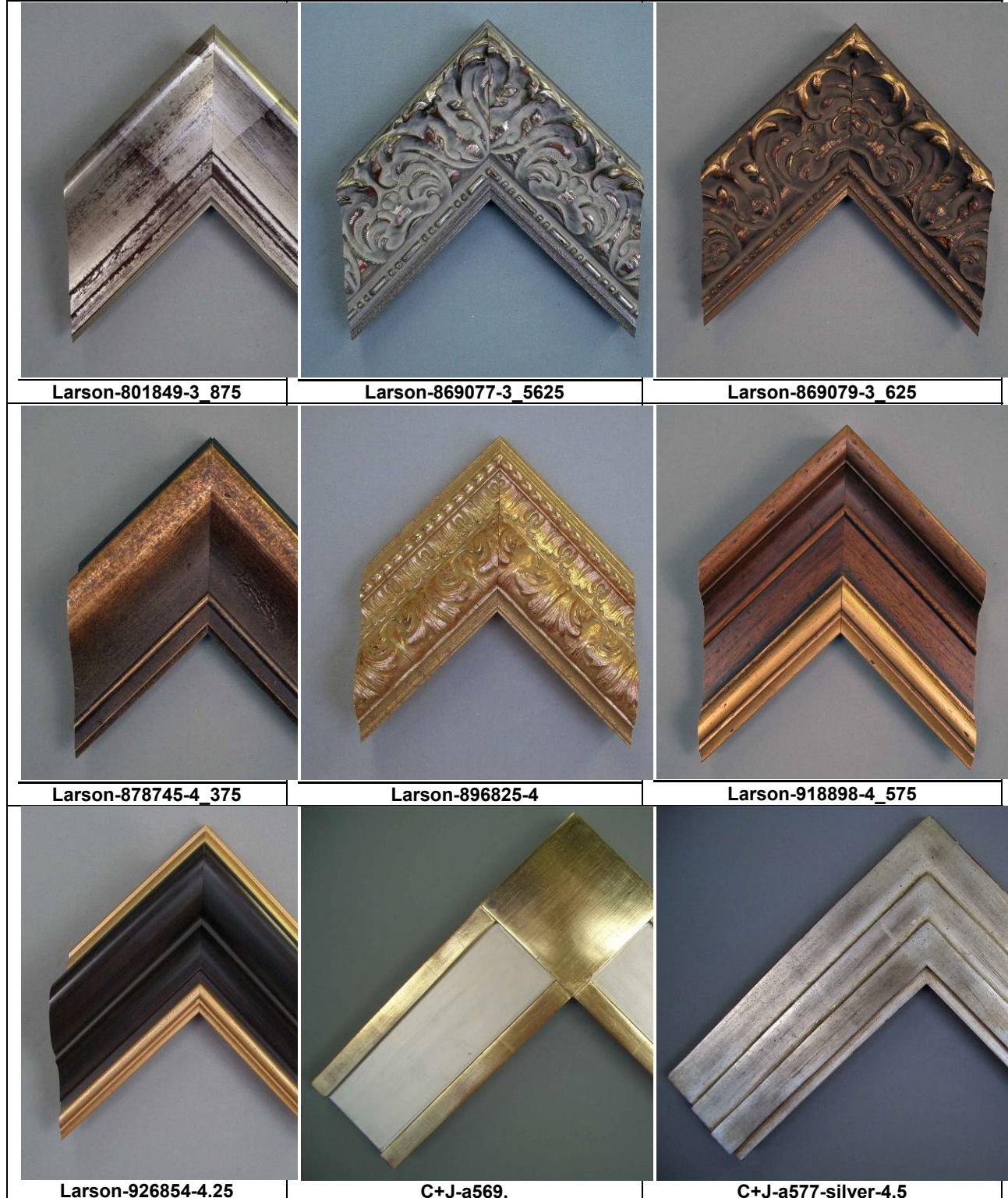
QC & QX FRAME SELECTIONS (SURCHARGE)



QC & QX FRAME SELECTIONS (SURCHARGE)



QC & QX FRAME SELECTIONS (SURCHARGE)



QS SERIES



The HideandChic™ HCF-QS Series unit is identical to the QC Series with the exception of the choice of QS artwork (60) and QS frames (8).

- 1x artwork selection from the Media Décor QS Gallery
- 1x frame selection from the Media Décor QS Frame Selections
- 1x Lutron IR remote control (optional interfaces available at additional cost)
- 1x Lutron 24vac transformer for 115vac outlet
- 1x Lutron/Vimco QED Electric Drive Unit; Noise Level at 3': approx 44db

Units can either be wall/surface mounted or recess mounted. Partial recess is an option if there is not enough depth in the wall.

The QS Series is available in the following sizes, each unit is custom built to the exact TV dimensions. (Dimensions are actual width of TV, including speakers, if any, not the screen diagonal)

- QS-42 (maximum 43" width of TV)
- QS-50 (maximum 50" width of TV)

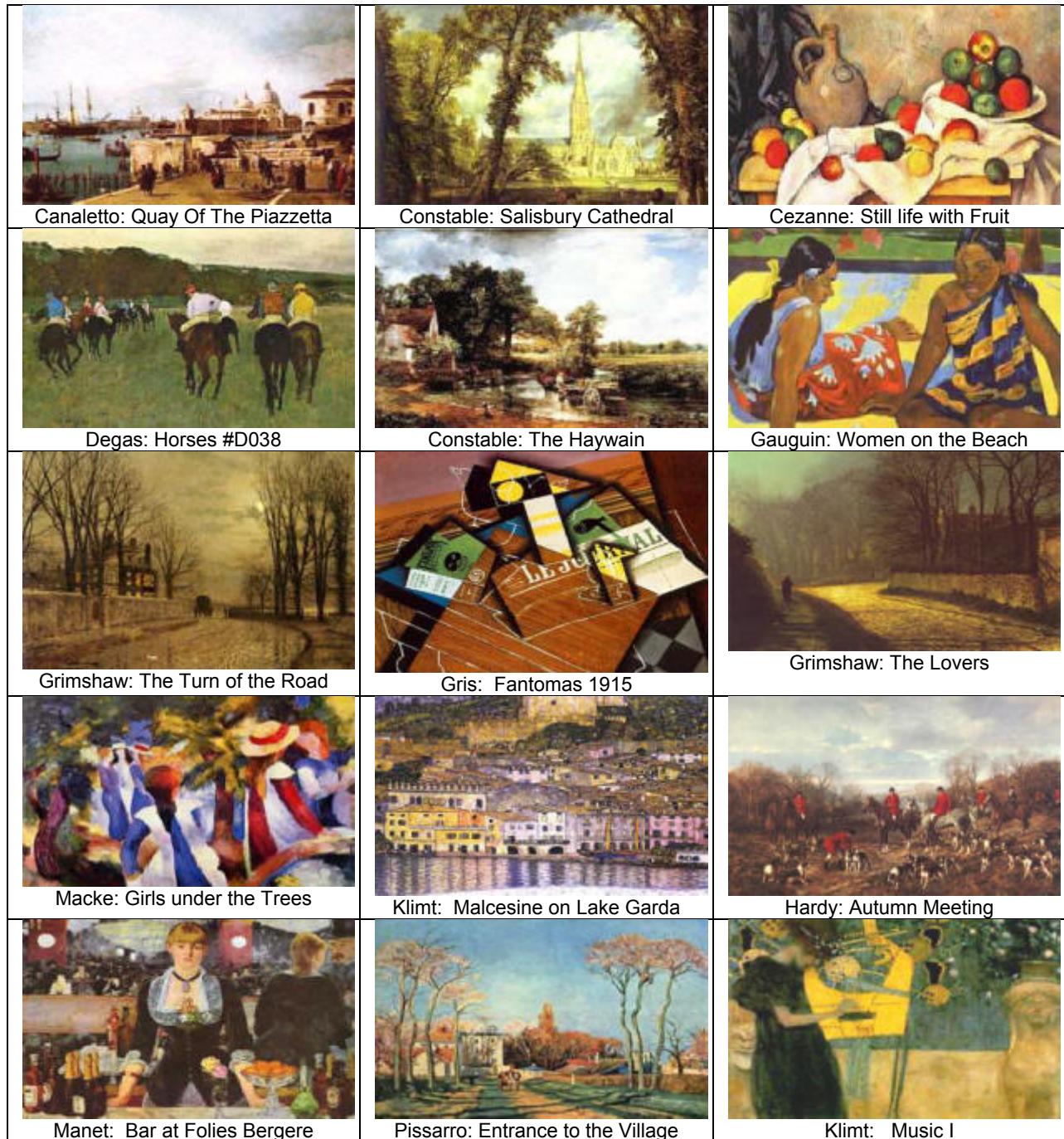
Warranty: Eight years (electronic drive unit only) from date of shipment. At the discretion of Media Décor, LLC. any unit will be repaired or replaced at our option. Warranty does not include damage to artwork. Any modification to the unit will void warranty.

QS Art Selections



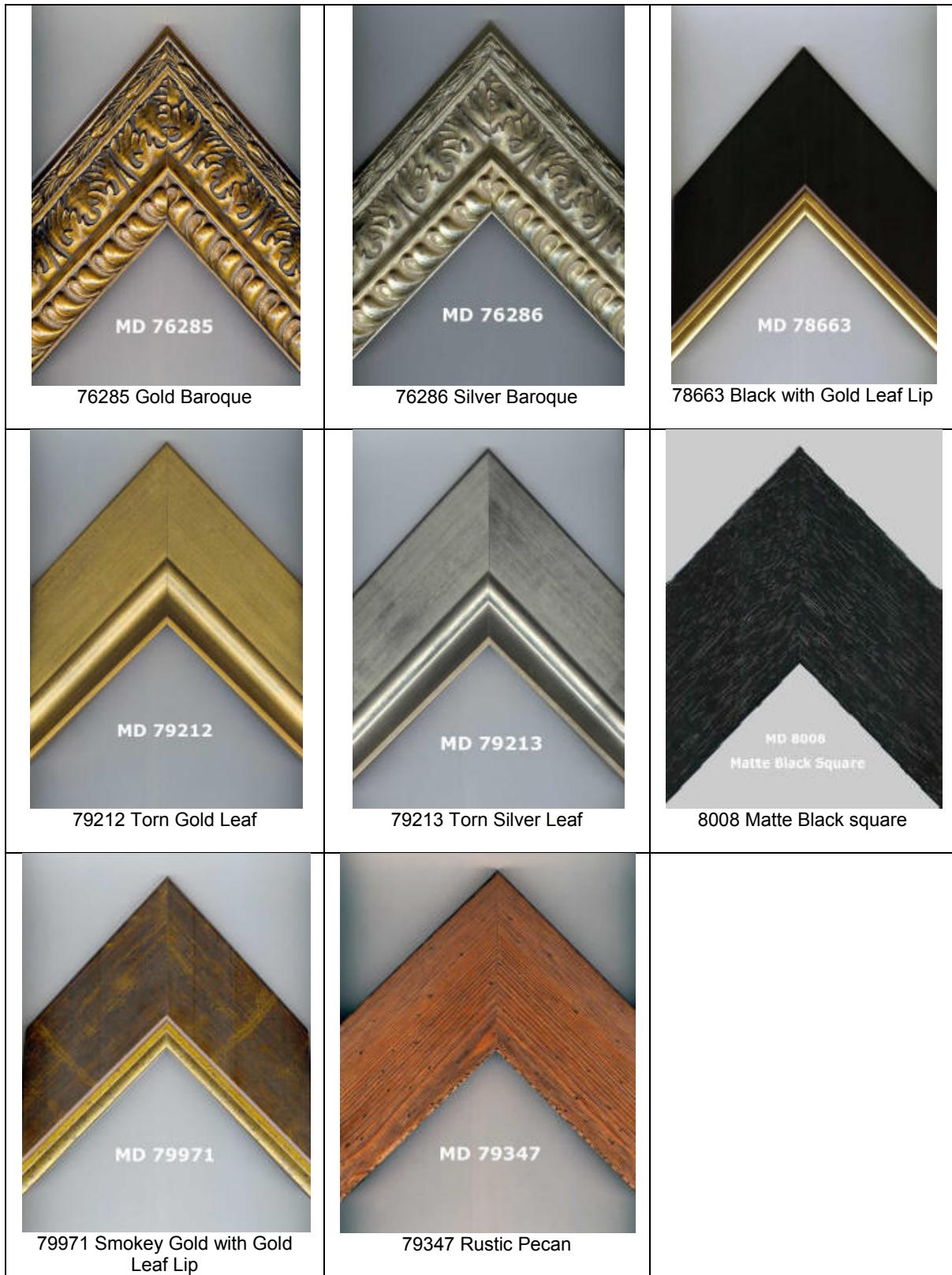
		
		
		
		
		
		

QS ART SELECTIONS





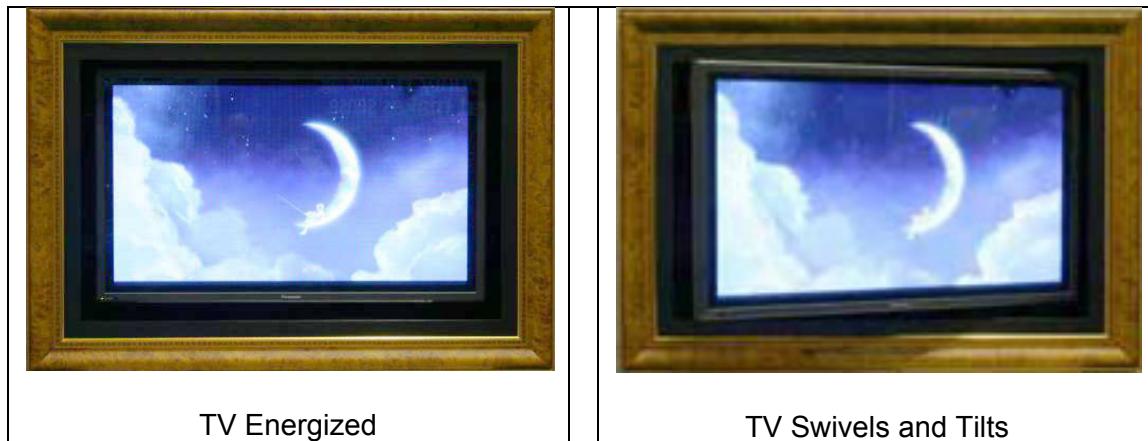
QS Frame Selections



QFX ROBOTIC FRAME SERIES

The QFX Robotic Frame from Media Décor is identical to the Robotic Moving Art, except there is no moving art. Inside the unit is a robotic arm attached to the back of the TV. The TV moves into the room and can be electronically swiveled, or tilted for the optimum viewing angle.

Each QF and QFX unit is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order. It is available in nominal sizes from 42" to 60".



The advantages of this system are:

- No need for ventilation
- Universal Remote supplied with unit
- Tilt and swivel functions provide optimal on-axis viewing without loss of resolution, contrast or picture detail. Glare and reflection are greatly reduced or eliminated. Variable tilt-down allows

Each HideandChic™ QXF includes:

- 1x frame selection from the Media Décor website ('QC' Series Frames)
- 1x structure to enclose sides of TV
- 1x robotic arm with universal remote

QF FRAME SERIES

The QF Frame from Media Décor is the simplest solution of all. It consists of a picture frame and wall enclosure. The wall enclosure is necessary because the TV must stand alone without additional weight or attachment to it. Attaching frames to expensive screens is not recommended because of warranty, weight, heat, and safety issues



The advantages of this system are:

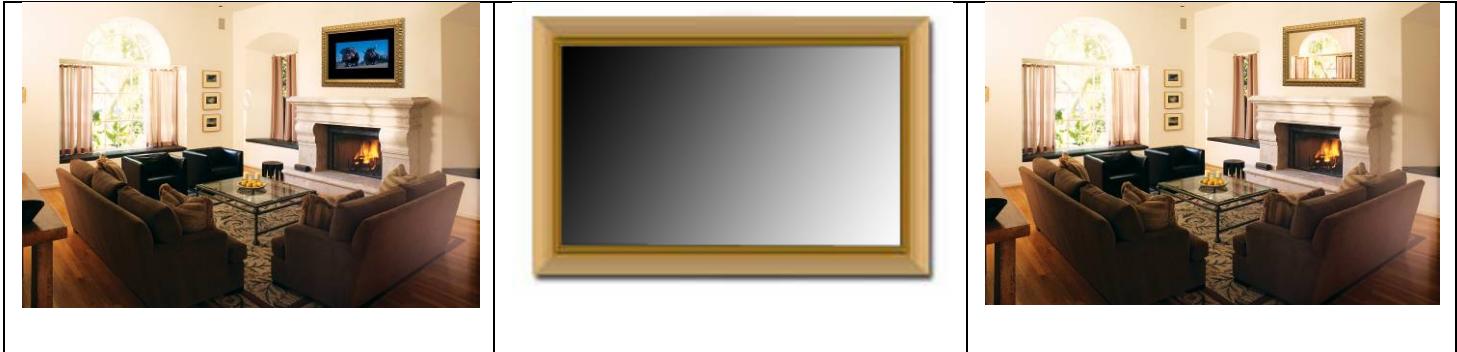
- Low Cost
- Simple Installation, unit does not touch TV
- Sides of TV and wiring are hidden
- External ventilation not required for on wall installations

Each HideandChic™ QXF includes:

- 1x frame selection from the Media Décor website ('QC' Series Frames)
- 1x structure to enclose sides of TV
- Fine height.& tilt adjustment of frame

MEDIA MIRROR SERIES

The **Media-Mirror™** is a new product developed and patented by Media Décor, LLC. In simple terms, it is a mirror when the TV is turned off and a TV when the TV is turned on.



Unlike 2 way mirrors, Media-Mirror features "Beam-Splitter" technology. Instead of a half-silvered coating, it has a high efficiency dielectric coating designed to transmit the TV picture at maximum brightness and reflect like a mirror when the TV is off.

Its transmission is about 5 times that of conventional 2 way mirrors. The reflection specification is approximately the same as 2 way mirrors. The vastly higher level of picture fidelity and detail differences are dramatic.

Mirrors are NOT suitable for areas with high ambient light or no window treatments.

There are several versions offered:

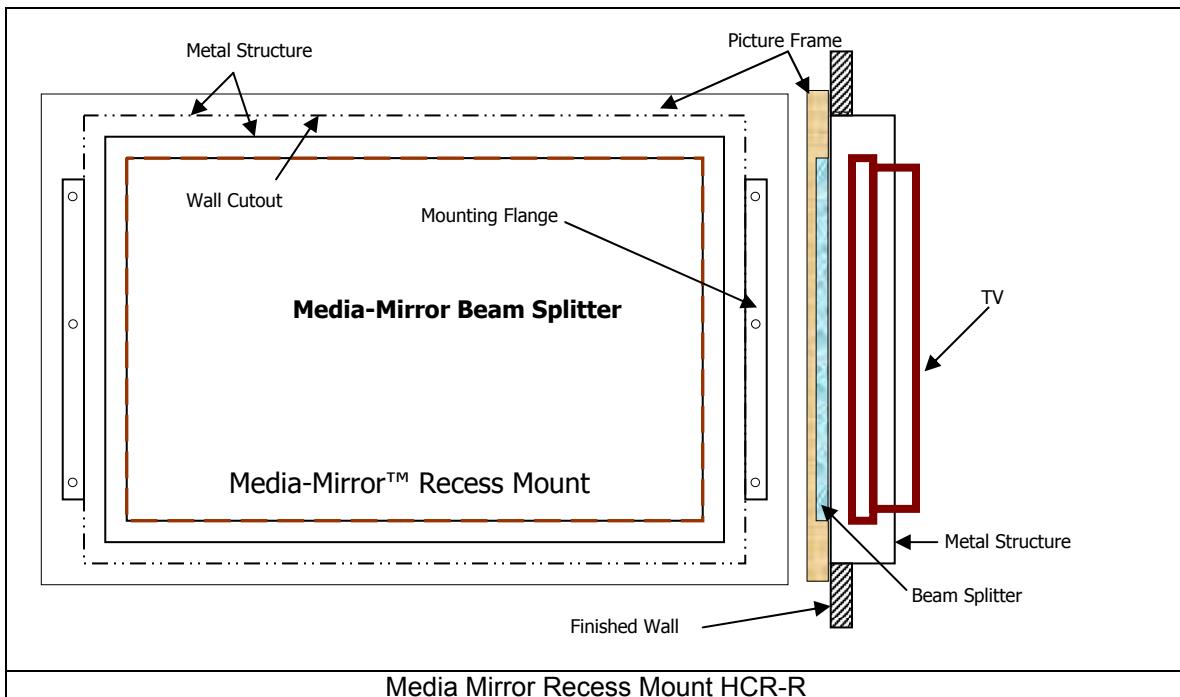
- Media Mirror Recess Mount Version HCR-R
- Media Mirror Wall Mount Version HCR-W
- Mirage Mirror incorporating Lutron Drive Unit
- Frame and Glass only
- Glass only

Media Mirror Recess Mount HCR-R

Media-Mirror™ HCR-R (Recess Version) (Patent Pending) is a Beam Splitter Mirror for concealing Plasma/Lcd/DLP screens that are recessed into the wall.

Each HCR-R unit is custom built to the height and width of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel.

It is available in custom sizes up to a 65" TV width.



Each HCR-R includes:

- 1x QC Picture Frame with Beam Splitter
- 1x custom aluminum structure.
- No Ventilation system is provided.

Options:

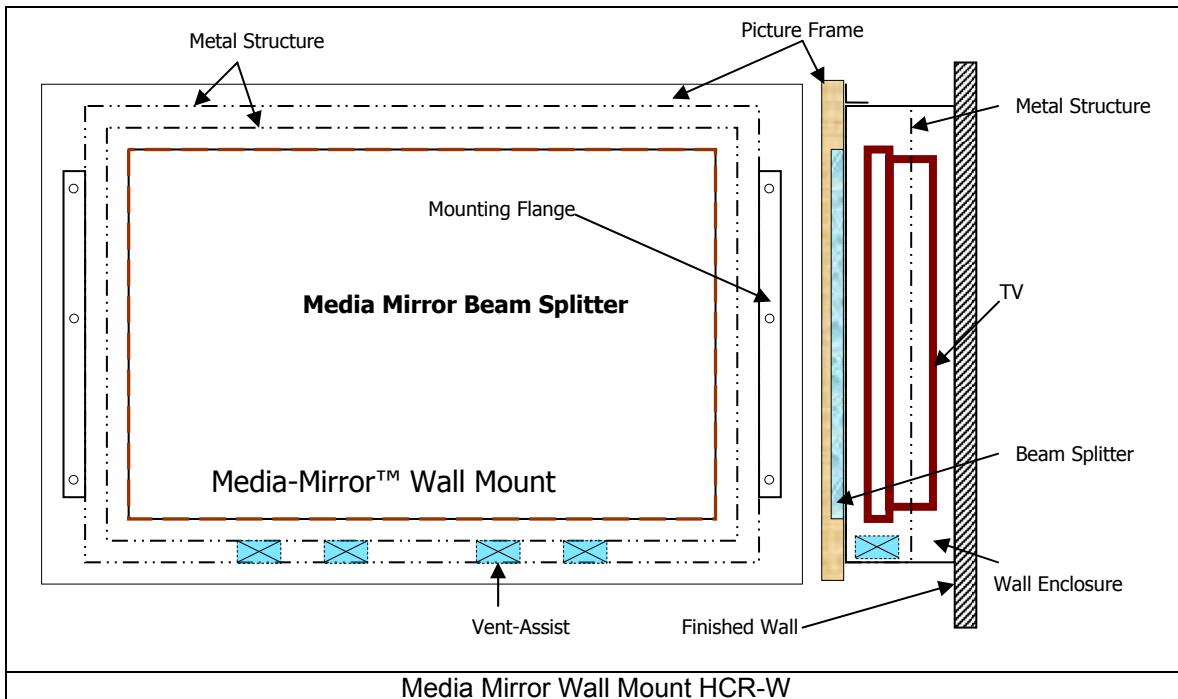
- Fire Rated Back Box
- Non Fire Rated Back Box
- Q-Mount for attaching TV to supporting surface

Media Mirror Wall Mount HCR-W

Media-Mirror™ HCR-W (Wall Mount Version) (Patent Pending) is a Beam Splitter Mirror for concealing Plasma/Lcd screens that are mounted directly to the finished wall surface.

Each HCR-W unit is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel. The sides of the unit are concealed by the included wall enclosure. The sides of the black wall enclosure may be finished to match the surrounding décor.

It is available in custom sizes up to a 65" TV width.



Each HCR-W includes:

- 1x QC Picture Frame with Beam Splitter
- 1x custom aluminum structure with custom wall enclosure
- 1x Built-in temperature controlled forced ventilation system

Options:

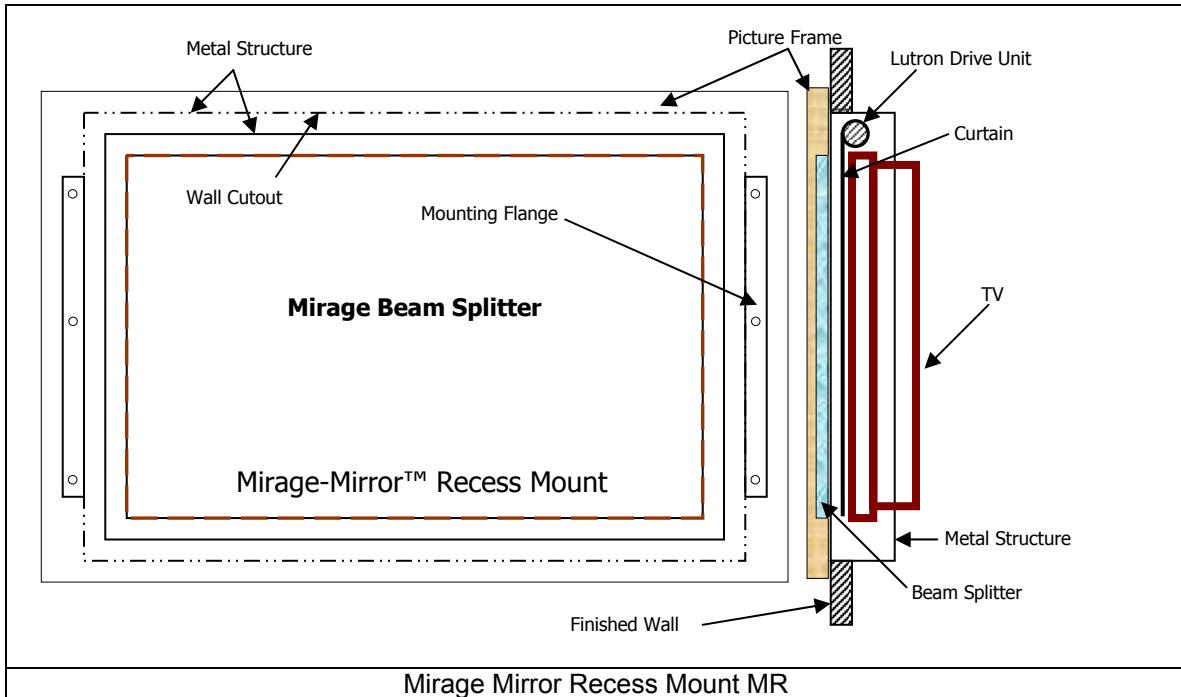
- Q-Mount for attaching TV to supporting surface

Mirage Mirror Recess Mount MR

Mirage-Mirror™ MR (Recess Mount Version) is a unique patented version incorporating a drop down curtain between the front of the TV and back of the Beam Splitter. This increases the apparent reflection and requires no blacking out behind the mirror.

Each Mirage MR unit is custom built to the height and width of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel.

It is available in custom sizes up to a 65" TV width.



Each Mirage MR includes:

- 1x QC Picture Frame with Beam Splitter
- 1x custom aluminum structure
- Lutron QED Drive Unit with blackout curtain
- IR control and IR Receiver.
- No Ventilation system is provided.

Options:

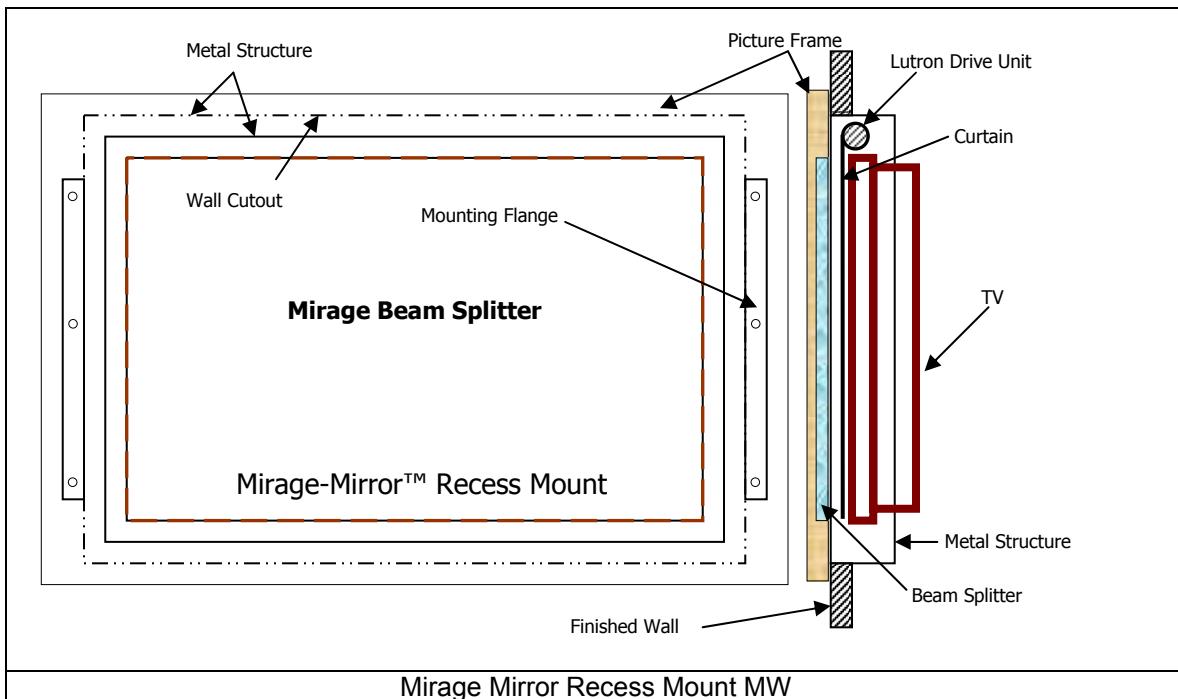
- Fire Rated Back Box
- Non Fire Rated Back Box
- Q-Mount for attaching TV to supporting surface
- Lutron CCI-8 Contact Closure

Mirage Mirror Wall Mount MW

Mirage-Mirror™ MW (Wall Mount Version) is for concealing Plasma/Lcd screens that are mounted directly to the finished wall surface. It is a unique patented version incorporating a drop down curtain between the front of the TV and back of the Beam Splitter. This increases the apparent reflection and requires no blacking out behind the mirror.

Each Mirage MW unit is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel. The sides of the unit are concealed by the included wall enclosure. The sides of the black wall enclosure may be finished to match the surrounding décor.

It is available in custom sizes up to a 65" TV width.



Each Mirage MW includes:

- 1x QC Picture Frame with Beam Splitter
- 1x custom aluminum structure with custom wall enclosure
- Lutron QED Drive Unit with blackout curtain
- IR control and IR Receiver.
- 1x Built-in temperature controlled forced ventilation system

Options:

- Q-Mount for attaching TV to supporting surface
- Lutron CCI-8 Contact Closure

Media Mirror Frame and Glass Only HMF

The Media-Mirror™ HMF series is for glass and picture frame only. The TV is flush mounted (recessed) into the finished wall surface. The Media-Mirror HMF is then mounted to the wall directly in front of the TV. Blacking out of the TV bezel and exposed wall behind the glass is required.

It is available in custom sizes up to a 65" TV width.

Each Mirage MW includes:

- 1x QC Picture Frame with Beam Splitter
- Z-extrusion mounting hardware (if required) for attaching the unit to the wall

Options:

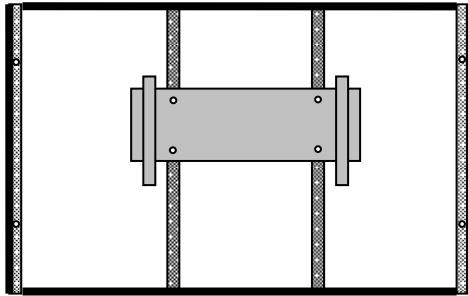
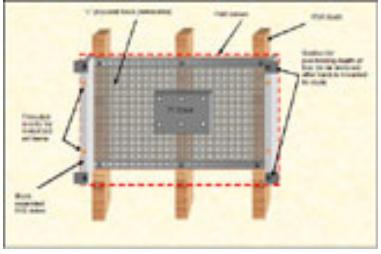
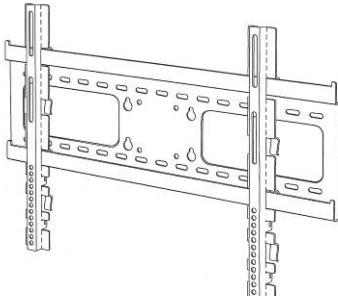
- Q-Mount for attaching TV to supporting surface

Media Mirror Glass Only HCM

The Media-Mirror™ HCM series is for glass only. There are many situations where the client requires only the glass for a custom installation.

- It is available in custom sizes up to 60" x40". The thickness is .25"
- The glass cannot be beveled or tempered
- Complex (curved) cuts and mounting holes are available at additional cost.
- Z-extrusion mounting hardware (if required) is optional.

ACCESSORIES

 <p>On Board Sound</p>	 <p>Wall Mount Enclosure</p>
 <p>Fire Rated Back Box</p>	 <p>Non Fire Rated Back Box</p>
 <p>Q-Mount</p>	<p>Contact Closure Interface (Lutron CCI-8 Interface)</p>

On-Board Sound

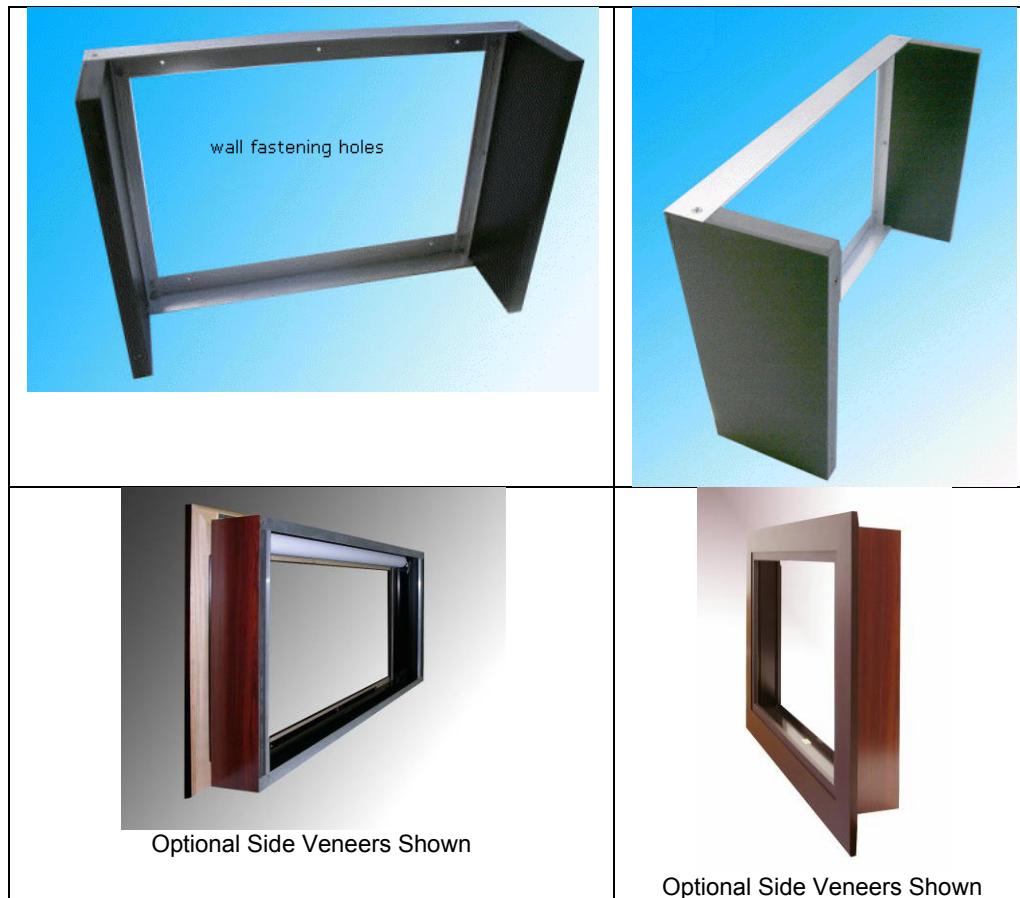
Media Decor's "On-Board Sound™" module enables the client to conceal the TV speakers when the artwork is down.



On-Board Sound™ is a 6" high x 4" deep solid enclosure with a black fabric front grille. The enclosure is normally black, but at no additional cost the grille and enclosure may be color matched to the TV. On-Board Sound™ may be driven directly from the TV or from an external source. It simply locks into the Artwork structure directly below the TV and may be removed for installation/service without any special tools. This integral flat-panel plasma speaker technology is a true revolution in high-fidelity sound. By utilizing proprietary internal diffraction technologies, traditional obstacles have been eliminated to obtain high-fidelity from a thin cabinet. Internal standing waves are dissipated and eliminated: greatly reducing upper harmonic distortion and increasing overall power handling.

<u>SPECIFICATIONS</u>	
Solid MDF Cabinet (matched to color of TV bezel)	Ported cabinet alignment
Left-Center-Right	Phase linear x-overs
4" Woofers paper cone woofers with solid aluminum phase plugs and santoprene surrounds	Rare earth magnetic grill cloth attachments
1" Neodymium cloth dome Tweeters	90dB @ 1w/1m 70-20kHz 80 watts per channel

Wall Enclosure



These wall enclosures are custom made to the installation. All we need to know is the distance from the wall to front face of the TV, including the wall bracket. This unit is designed to easily facilitate mounting a HideandChic unit to a wall surface if the Plasma or LCD display is wall mounted.

This unit is simply fastened to the wall and centered after the TV is installed.

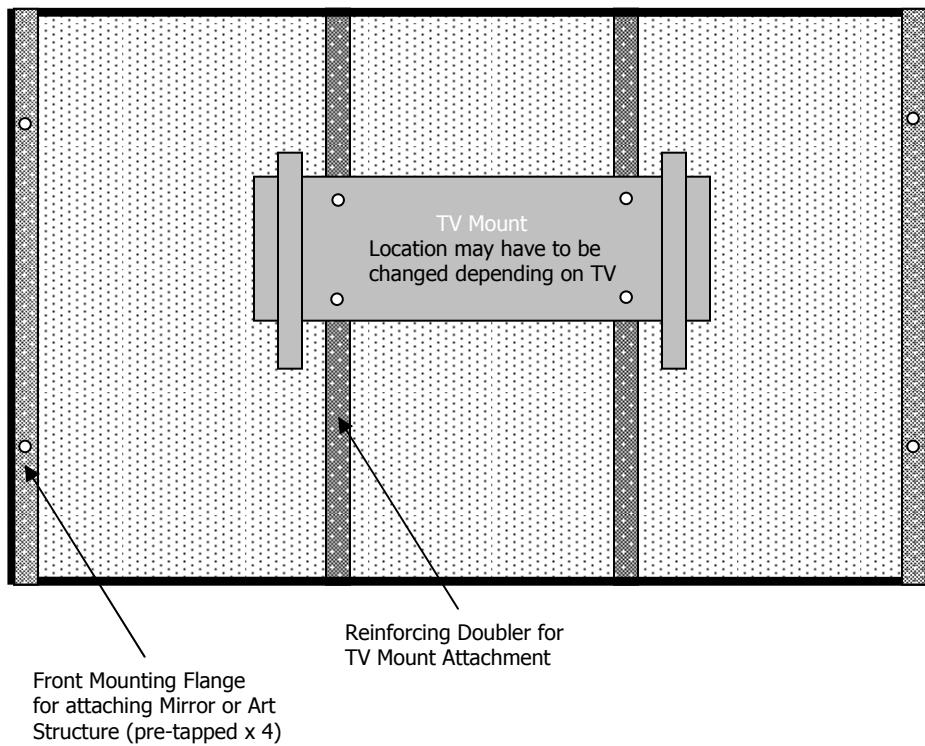
The black side pieces completely hide the sides of the TV and the sides of the HideandChic unit. As an option, the sides are available with various finishes to match the surrounding wall area. The standard finish is black polycarbonate, but this may be sanded and custom painted or used to attach suitable wood or trim.

The HideandChic unit slides into this assembly and is fastened with four supplied machine screws into four special threaded inserts which are preinstalled on the front surface of the wall mount.

Media Décor Non Fire Rated Back Box

This is almost identical to the wall enclosure above, except it is supplied with a laminated plywood back to support the TV. Unlike the fire rated aluminum backbox, the structure cannot support the TV unless the plywood is strongly fastened to a supporting structure.

Fire Rated Back Box



Description: The back box is an industrial grade welded and powder coated aluminum structure. It is designed to support the Flat Panel TV and provide a non-magnetic & fire resistant enclosure that should meet most building codes for fire resistance and containment. It is the responsibility of the installing party to verify compliance.

Material: 3/16" aluminum alloy #5052 formed and TIG welded. The reinforcing doubler is 3/8" aluminum alloy #6062 stitch welded to the inside of the back of the enclosure. The doublers are on 16" centers.

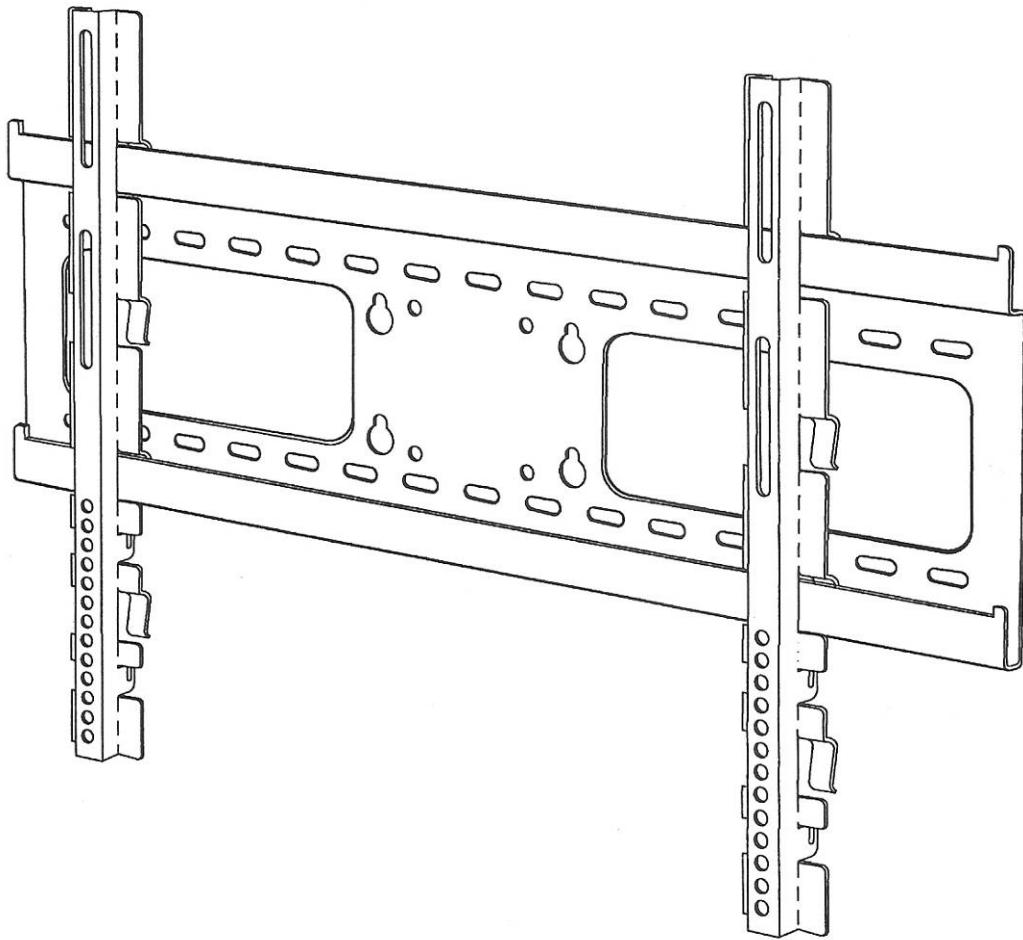
Finish: all surfaces are abraded and chemically treated. The entire enclosure (excluding TV mount) is powder coated with a flat black ceramic finish for heat absorbing properties.

General Installation:

- It is designed for flush mounting into the wall. It is critical that the front mounting flange (see illustration above) be flush to the finished wall surface.
- The wall cutout for the back box should be a snug fit.
- The back box must be mounted to studs or supports that can carry the load of the entire back box and TV. Mounting may be done through the back or sides. Be sure the enclosure is plumb and level.
- The installer is responsible for cutting all utility holes in back box in order to conform to local codes and installation variances.
- The installer is responsible for ventilation of the back box as per requirements of TV Manufacturer and any local codes.

Q-Mount Universal Mount

This product is designed to mount plasma and LCD displays weighing less than 175lbs to a vertical wall. Fastenings are supplied for the following: wood stud, brick, solid concrete and concrete block. The hardware for steel stud walls is not supplied.



PERFORMANCE CRITERIA

How we do what we do

The Media Décor motorized art frame design is based on research of what factors are most important to clients and designers who wish to conceal large displays with motorized artwork. It was never designed (in its present form) to appeal to a price point driven mass market.

The classification of our product is essentially 'custom furniture', not electronics. Because it is rare for 2 clients to want the same TV, same artwork, and same frame: each unit must by definition be custom made. It is similar to having a custom piece of furniture built to conceal your Plasma TV.

In order of importance, the following design/performance criteria were requested:

1. quiet operation
2. smooth movement of artwork/canvas
3. avoidance of the window shade or garage door movement of canvas
4. tensioning of canvas in all directions
5. large selection of artwork and custom artwork
6. large selection of frames
7. warranty

Items 1-4 were the biggest design challenge. Over 1500 hours of design time and prototyping, along with a lot of 'out of the box' thinking, paid off. We successfully met the first four criteria.

Quiet Operation, which was the most important requirement from our survey, meant using only the highest quality and most precise electronic drive unit (EDU) available. This falls into the 'you get what you pay for' category. The cost of this component is quickly forgotten when you hear it operate. It is virtually silent at 44db, vs. over 70db for all other units we tested.

To further reduce the noise or at least prevent any transmission of noise throughout the metal structure, standard mounting brackets were replaced with direct high tolerance side mountings utilizing hard noise/vibration insulators between the EDU assembly and the metal structure. The EDU is manufactured by Lutron and is widely recognized as the finest drive unit in the industry. It is known as the Sivoia QED™ (Quiet Electronic Drive).

Smooth Movement of the canvas, especially in the 'down' or closing direction, requires a precision motor AND minimal friction of the canvas on the sides. The Lutron QED satisfied the precision side of the equation, but not the canvas issue. If the canvas operated like a typical shade with no side tracks, the smooth movement would be accomplished. But it isn't that easy...

Since we are moving artwork/canvas, the material must be tensioned so it doesn't look like a wrinkled shirt. The typical solution is to have the canvas run in a narrow track on the left and right side. This works, but not brilliantly, because there will always be friction within the channel. The friction can result in uneven downward movement or at worst a 'jam' in the track. Also, the side channels provide no side to side tensioning. Only if the canvas moved up and down without a track, could we assure smooth movement, but at the same time, a track or channel is required (or so we thought) to keep the canvas positioned.

This was a very difficult design problem, but we had to 'jump out of the box' to solve this obstacle.

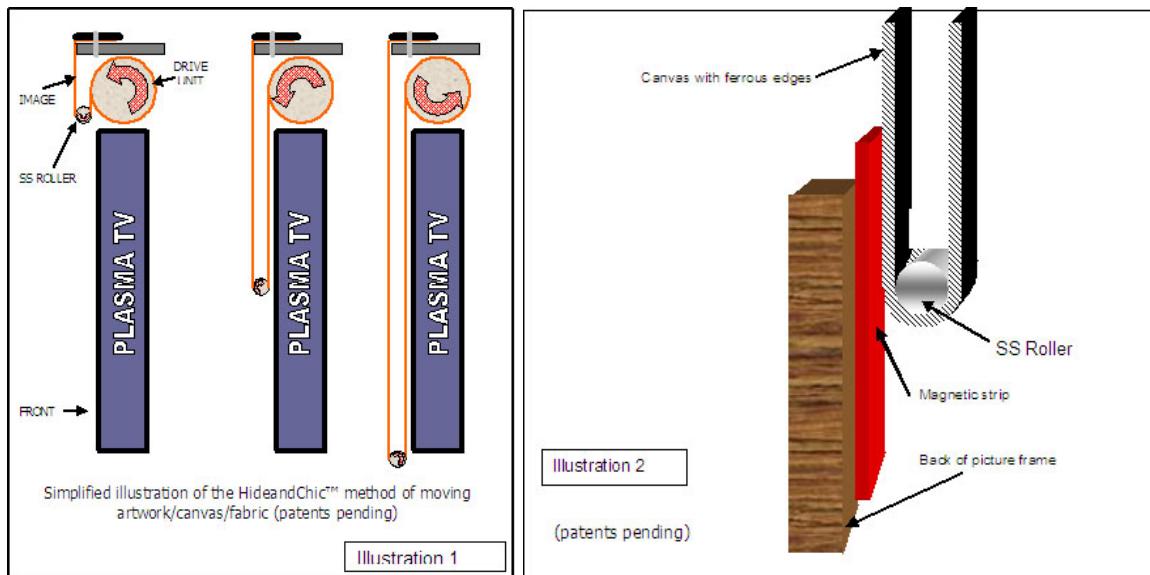
Instead of having the motor unroll the canvas from the top down, why not fix the top position of the canvas and have the motor pull and push the image from the top down and the bottom up? Confused? The illustration below will help:

In illustration #1, the image is moving from the open to closed position. The image is ALWAYS in the same fixed position and does not actually move. Unlike a roller shade, the image does not move up and over the top. This is how we eliminated the pesky side channels and at the same time immensely improved on the visual illusion of the artwork appearing and disappearing. The art or canvas is disappearing from the bottom up, or appearing from the top down.

It is the visual equivalent of a 'screen wipe'. The mechanics to do this required precision, i.e. 'you get what you pay for'.

Tensioning of Canvas: Ok, we eliminated the channels and came up with a better way to visually move the canvas, but how do we tension the sides of this? Since a physical channel causes too much friction, how about an invisible channel or maybe a magnetic field channel?

As illustration #2 shows, we use a polished stainless steel rod as a free rolling weight in the loop of the canvas. The weight of this floating roller tensions the canvas in both the up and down direction.



As the canvas goes down, the loop causes it to be unrolled against the back of the picture frame (no sliding friction) on the left and right side (Illustration #2). The sides of the canvas are impregnated with a ferrous liquid. Directly opposite this continuous ferrous strip on the canvas is a continuous magnetic strip on the back of the picture frame. As the canvas is unrolled, it is forced onto the magnetic strips at the sides (invisible channel). When the canvas goes up, it is peeled off this invisible channel.

The visual result of all this is stunning and far exceeded all design expectations and criteria.

- A. The canvas is ALWAYS in tension in four directions, no baggy shirt or creases
- B. There is NO GAP between the picture frame and the canvas
- C. The movement is a disappearing act, not a garage door going up
- D. If someone accidentally hits the canvas, it will pop back into place. Remember there are no fabric channels, only the invisible magnetic channel.

Warranty: this is vital to our clients; motors have moving parts and can fail. Our partnership with Lutron reflects the quality and performance of our product and is backed up with a no nonsense 8 year warranty from Lutron. Who else offers 24/7 technical service to both the consumer and the installing technicians?

Conclusion: To maintain the precision necessary to build this unit requires close tolerances, expensive components, and materials. All parts are either aluminum or stainless. No sheet metal or

steel; no welding. All fastenings are stainless with aircraft SS lock nuts. For additional corrosion resistance, the entire structure is powder coated. The structure must be mechanically stable.

In any side by side real world comparison, the Media Décor unit is significantly superior in operation to any other system we have tested. But of course this comes at a higher price. For the client who demands silent operation, smooth canvas movement, and superior aesthetics, the Media Décor HideandChic™ is always the first choice.

Q-LIFT SERIES

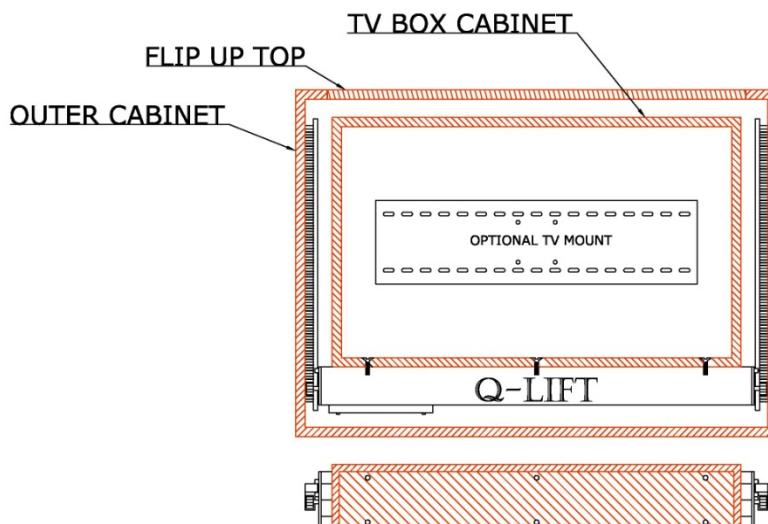
NEW Q-Lift™
Pop Up/Pop Down Lift for concealing Plasma/Lcd Displays

A new standard of quality in rack and pinion lift construction and performance. This is a precision lift with near silent operation (<50dB), extremely smooth movement, and unmatched stability.

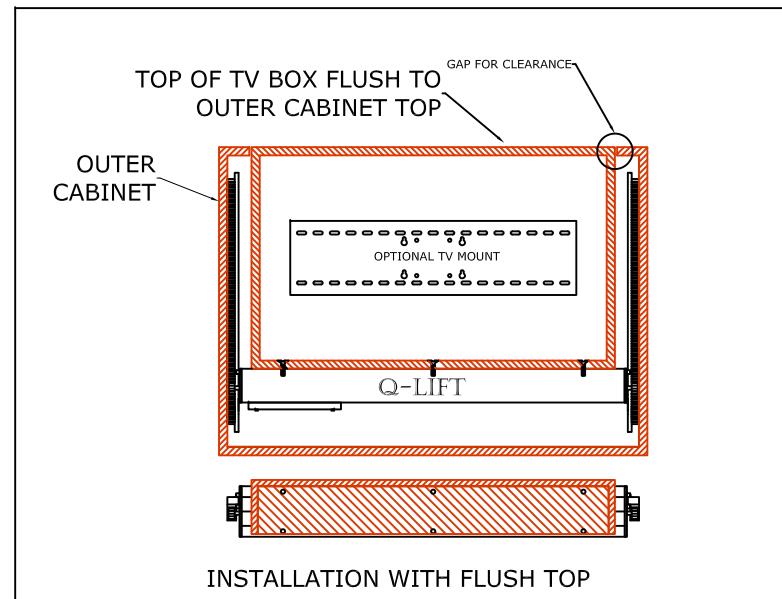
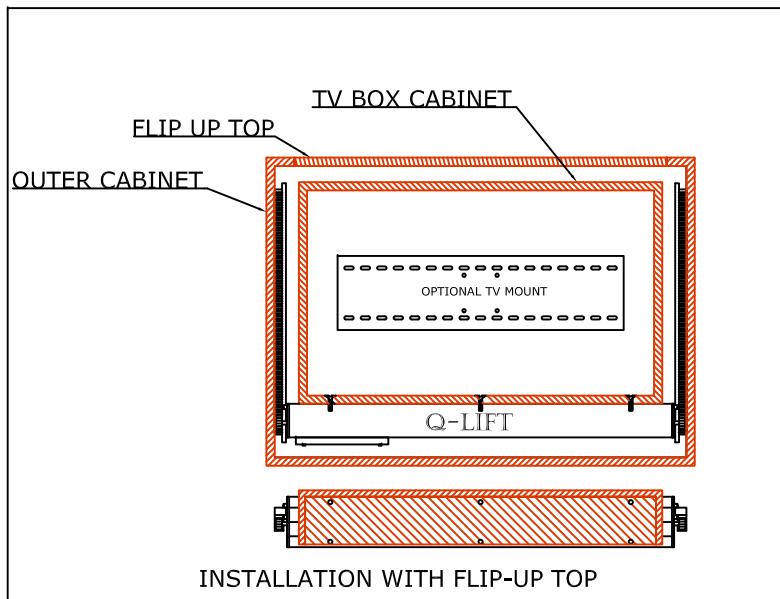
Model	Description	Width	Rails	Travel	MSRP	
QL-32/27	32" Pop-up Lift	37"	27"	23"	none	
QL-33/29	33" Pop-up Lift	39"	29"	25"	none	
QL-37/31	37" Pop-up Lift	42"	31"	27"	none	
QL-42/31	42" Pop-up Lift	46"	31"	27"	none	
QL-43/33	43" Pop-up Lift	49"	33"	29"	none	
QL-50/35	50" Pop-up Lift	54"	35"	31"	none	
QL-55/38	55" Pop-up Lift	60"	38"	34"	none	
QL-60/41	60" Pop-up Lift	64"	41"	37"	none	
QL-65/44	65" Pop-up Lift	68"	44"	40"	none	

It includes:

- 1x Q-Lift™ motorized lift platform with needle bearing guides
- 1x 115vac sound damped motor with standard 12vdc trigger relay (24vdc &115vac trigger relays optional)
- 2x machined rack/pinion rails (Guide Rails)
- 2x adjustable limit switch tabs with mounting hardware
- 10x Stainless Steel machine Bolts for mounting TV Box
- 1x internal coiled cable for cable management and override switch
- Options include custom length rails, custom built TV Box (not cabinet), mechanical ball bearing swivel



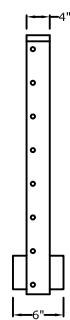
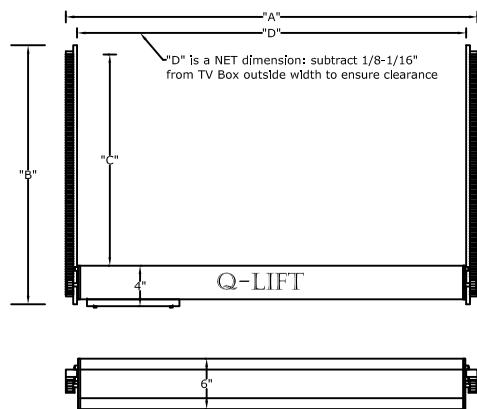
REV	REVISION DESCRIPTION	DATE	APPROVED
REV	REVISION DESCRIPTION	DATE	APPROVED



Q-LIFT GENERAL DIMENSIONS

Model	A	B	C	D
QL-32/27	37	27	23	34.5
QL-33/29	39	29	25	36.5
QL-37/31	42	31	27	39.5
QL-42/31	46	31	27	43.5
QL-43/33	49	33	29	46.5
QL-50/35	54	35	31	51.5
QL-55/38	60	38	34	57.5
QL-60/41	64	41	37	61.5
QL-65/44	68	44	40	65.5

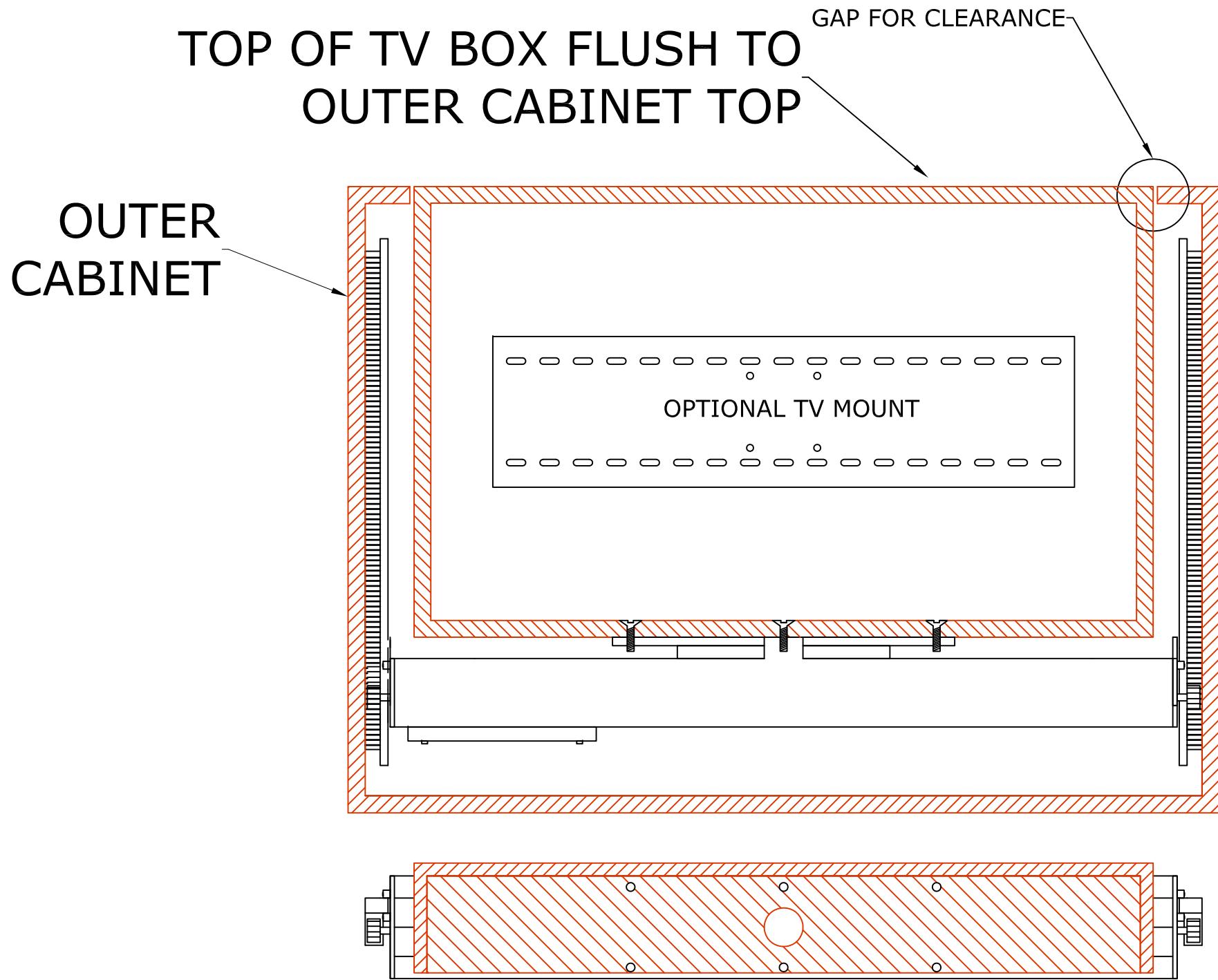
MOUNTING WIDTH, RAIL LENGTH, TRAVEL DISTANCE, and DISTANCE BETWEEN RAILS are also listed vertically along the right side of the table.



MEDIA DECOR, LLC 954-524 1104

NOT TO SCALE	DWG NO.	Q-Lift	REV
	(NO SWIVEL)	SHEET	

**TOP OF TV BOX FLUSH TO
OUTER CABINET TOP**

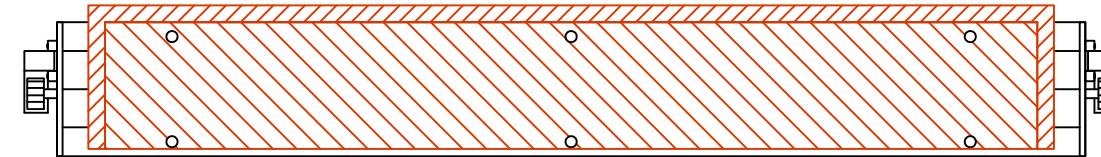
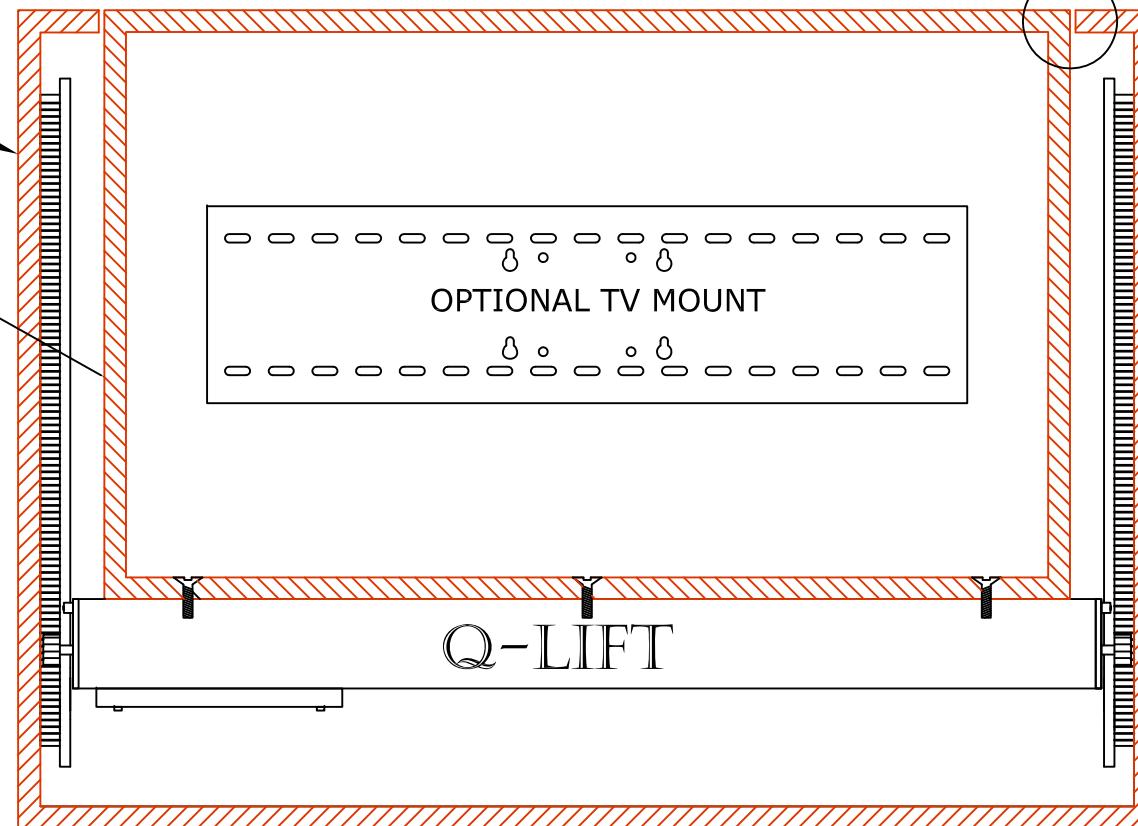


TOP OF TV BOX FLUSH TO
OUTER CABINET TOP

GAP FOR CLEARANCE

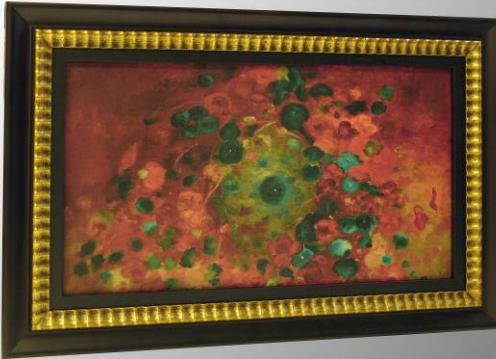
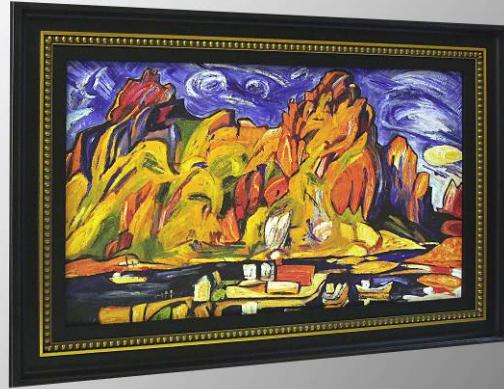
OUTER
CABINET

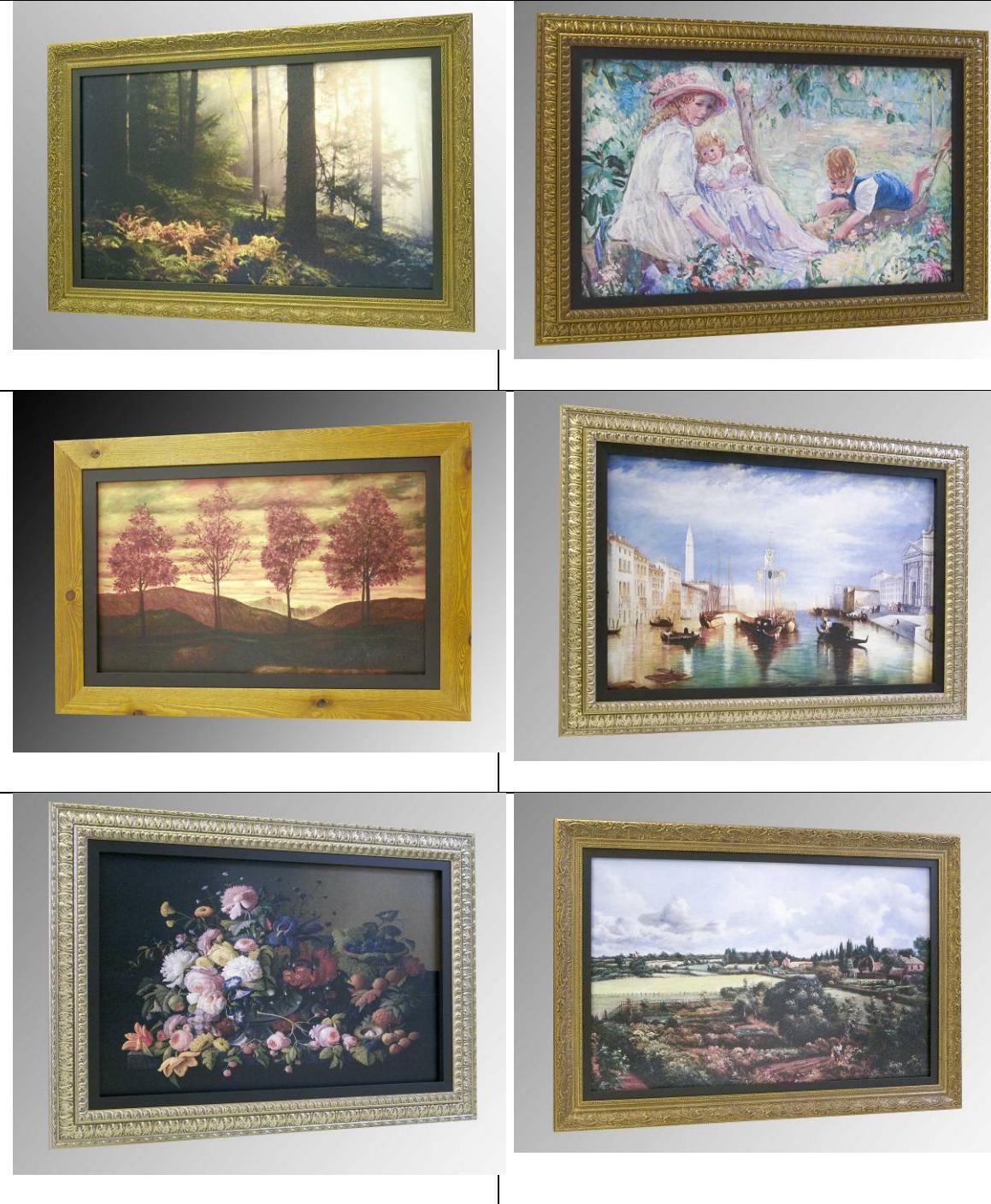
INNER
CABINET



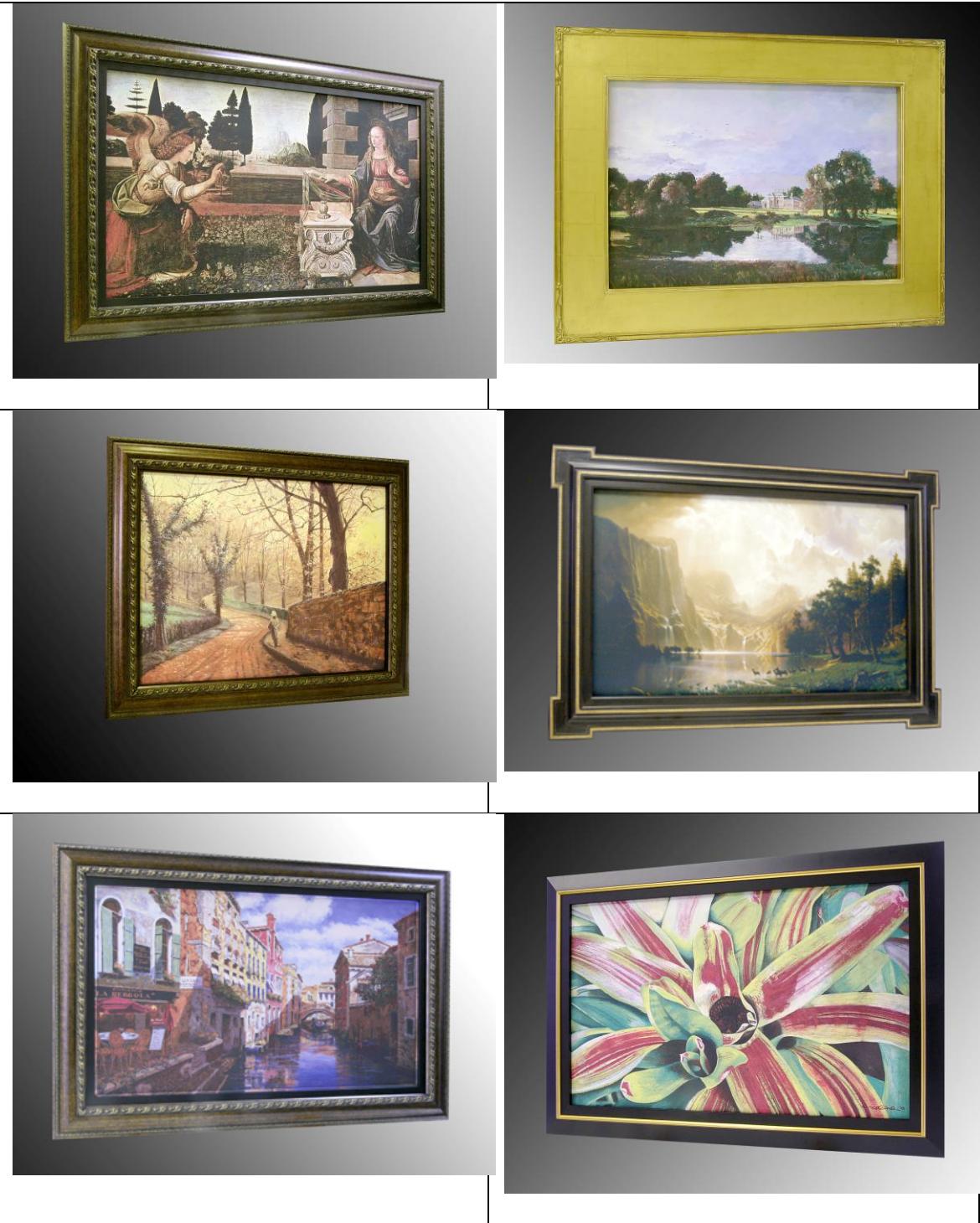
INSTALLATION WITH FLUSH TOP

GALLERY OF RECENT DELIVERIES









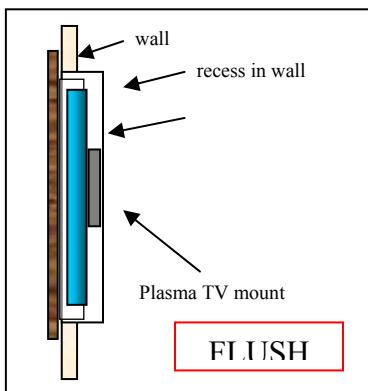
INSTALLATION INSTRUCTIONS

for Media Décor HideandChic™ QC-QS Motorized Art Frames

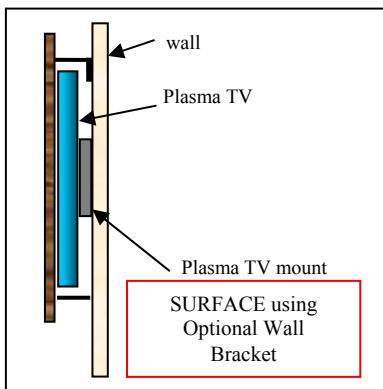
General Information

TYPES OF INSTALLATIONS: It is important to understand that there are 2 general types of installation: Flush mount and Surface mount. Select the instructions for your type of installation. If you are unsure, please contact Media Décor (954 524 1104).

- Flush mount (figure 1) is when the plasma display is fully or partially recessed into the wall.



- Surface mount (figure 2) is when the plasma TV is mounted directly to the wall surface

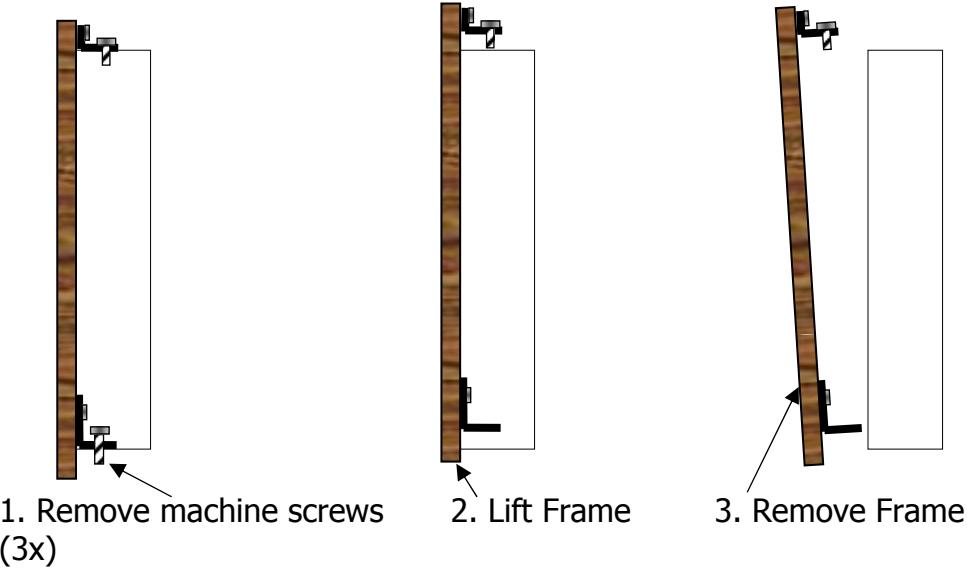


Unpacking

- ⊕ place cardboard shipping container on flat surface
- ⊕ Examine outside of box for any apparent damage or punctures. If any damage is found, report it immediately to shipping company
- ⊕ remove top of cardboard shipping container
- ⊕ Remove handling gloves, remote control, power supply, etc and put aside.
- ⊕ Gently remove the wrapped unit and place on floor with picture frame up
- ⊕ Carefully unwrap the protective plastic. Do NOT use a knife or frame or canvas damage may occur. Leave unit flat on floor. Do NOT remove the orange shipping screws at this time.

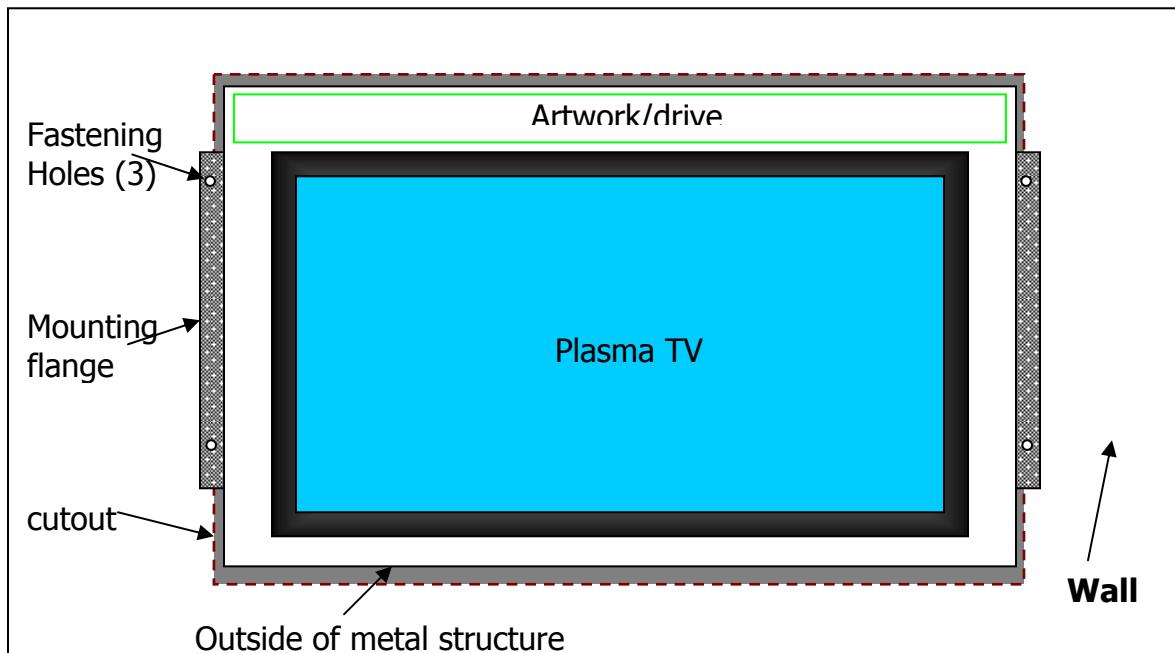
Remove Wooden Picture Frame

- ⊕ The wooden picture frame or “moulding” is designed to be easily removed from the structure. It is attached to the structure as follows:
- ⊕ At the top back of the wooden picture frame are two 2 locator pins attached to the aluminum angle on the moulding. These drop in and out of the top corners of the structure, thus keeping the wooden picture frame attached at the top.
- ⊕ At the bottom of the structure is an aluminum angle keeping the picture frame attached. These 3 stainless Phillips head machine screws unscrew from the aluminum structure (leave attached to the wooden picture frame)
- ⊕ Remove the wooden picture frame by lifting slightly at the bottom and sliding moulding out of the notches at the top. Now pick up the wooden picture frame and put it against a wall so it is safe from damage.



Install the Mechanism

- Remove the 2 orange machine screws located at the top left and right of the unit
- To locate the final position of the mechanism, you must remember that the inside of the moulding or wooden picture frame is centered left and right about the TV. This must be done carefully by trial so that the wall recess is accurate. The very top of aluminum structure will be approximately 4" above top of plasma TV. In other words, the top of the TV is located approximately 4" down from the top of the recess cutout.
- The front surface of the plasma TV should end up a minimum of 1.5" back from the finished wall surface.
- Once the position is located and the TV is correctly positioned, fasten the mechanism to the recess using the predrilled holes on the mounting flanges of the unit. Once the unit is correctly positioned, tighten all fastenings in the mounting flanges.



Electrical Test

- At this point, you should hook up the power and IR receiver shipped with the unit to verify operation. The drive unit has been preset and calibrated at the factory.
- Using the remote control, press the down button briefly. The canvas should unroll and automatically stop about 1" from the bottom of the metal structure
- Using the remote control, press the up button briefly. The canvas should roll up and automatically stop at the top of the unit.
- If all looks ok, it is time to temporarily install the picture frame.

Picture Frame & Alignment Test

- Be sure the canvas is rolled into the up position
- Reinstall the picture frame.
- Run the canvas several times up and down with the remote. NEVER leave the canvas partially open or closed. Doing so will distort the canvas.
- Be sure all is running smoothly and not binding.
- The wooden picture frame should be centered on the TV. If vertical adjustment is required, loosen the fastenings on the 2 mounting flanges and adjust as necessary.

Final

- ⊕ Permanently hook up the wall transformer to a UL approved outlet and connect the power connector. This cable may be extended up to 20' if necessary.
- ⊕ Locate a position for the IR receiver (eye) and mount to wall (or use a dinky link) or do a custom interface to your control system.
- ⊕ If you are using a separate control system such as Lutron, AMX or Crestron, it is suggested that you have separate up/down controls for controlling the canvas even if it is programmed to go up/down with the TV power. The reason is that clients like to 'play' with the unit and continually powering the TV on and off may not be desirable.

Wall Mount or Surface Installation

- ⊕ UNPACK (see page #3)
- ⊕ Remove Wooden Picture Frame (see page #3)
- ⊕ Remove metal structure from wall enclosure
- ⊕ If you are using the Media Décor wall mount/enclosure, you must first remove the metal structure from the wall mount.
- ⊕ Remove the 4 stainless machine screws from the left and right mounting flanges (put aside)
- ⊕ Gently lift the metal structure from the wall mount and lay flat on the floor
- ⊕ Install Wall Assembly
- ⊕ The plasma TV should be mounted to the wall
- ⊕ Locate the wall assembly. This assembly has a top and bottom which are clearly marked.
- ⊕ Hold the wall mount assembly against the wall around the TV
- ⊕ It must be centered left and right. Mark the left and right position on the wall
- ⊕ Extend a 'line' from the top of the TV to the wall. The position of the TOP of the wall mount assembly will be measured from this line. This distance is 4" from the top of the wall assembly to the top of the TV. Draw a horizontal line indicating the TOP position of the wall mount assembly.
- ⊕ Mount the wall mount assembly (fastenings not supplied) aligned to the horizontal line you just put on the wall. No holes have been drilled in the aluminum because each installation is different. Ensure the wall fastenings are strong and secured into backing or wall studs. You must also fasten the bottom of the wall mount assembly to the wall.

Install Mechanism

Remove the 2 orange machine screws located at the top left and right of the unit

Using two people, lift the metal artwork structure from the floor and locate it against the front of the wall mount assembly. The predrilled holes in the mounting flange and inserts in the wall mount assembly are already aligned.

Locate the 4 stainless machine screws you removed and gently screw them into the pre aligned holes, do not force or over tighten. The slots in the mounting flange allow about $\frac{1}{2}$ " of vertical adjustment.

Electrical Test (see page #4)

Picture Frame & Alignment Test (see page #5)

Final (see page #5)

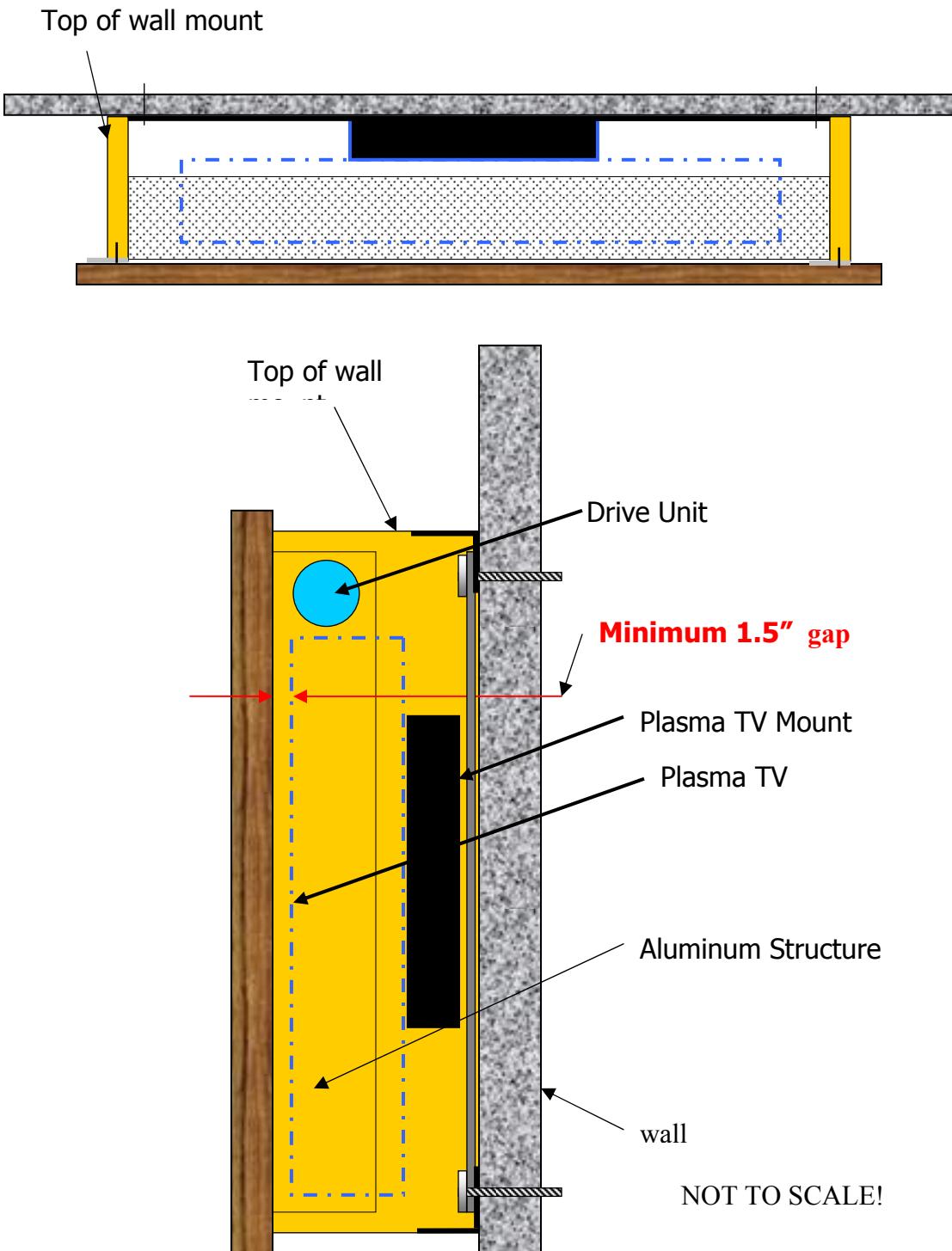


Figure 6: wall mount top and side view

TROUBLESHOOTING

Canvas seems slightly distorted:

- ✚ Because a stretched canvas cannot be used in any mechanism of this type, the canvas will seem to move. This is normal.
- ✚ Unless there is a serious distortion of the canvas in the down position, there is no need worry. Over time, the canvas will take its natural shape because of the stainless weight bar at the bottom. It actually takes several weeks for the canvas to settle down.

Canvas is distorted:

- ✚ The unit is precisely aligned at the top edge and cycled many times before it is shipped. If this alignment is disturbed by accident or in shipment, it is quite easy to remedy the problem.
- ✚ Evidence of misalignment will be a bias or crease seen diagonally from one side of the image to the other.
- ✚ Please call Media Decor (954 524 1104) if you think canvas is distorted or not aligned properly.

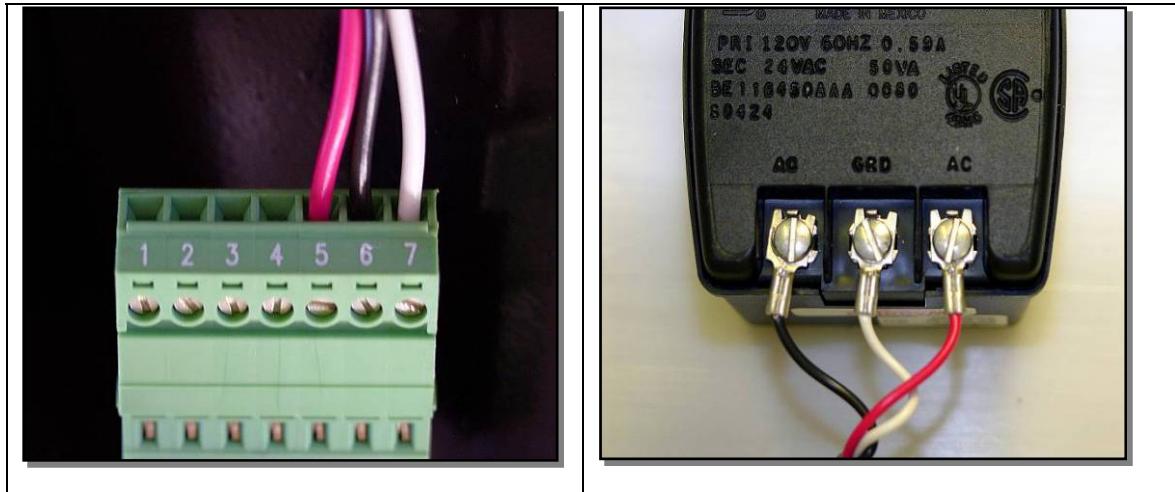
EDU (Electronic Drive Unit) not working

- ✚ Check power
- ✚ If unit has been run continuously for over 10 minutes, an automatic overload will switch the power off. To override this, disconnect and reconnect the power source
- ✚ Be sure the terminals at the transformer have not been shorted, this will damage the transformer and drive unit.
- ✚ Technical service is available 24/7 on the EDU by calling Lutron at 800-466 1503.

Canvas not opening and closing to correct position: See below for EDU (motor) stop adjustments.

Use a paperclip or toothpick to adjust the buttons

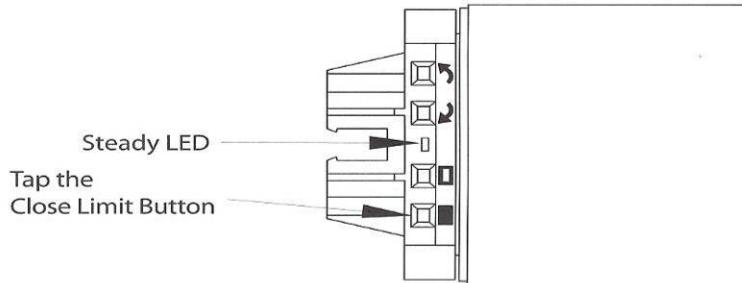
Transformer color coding



Setting the EDU Stops

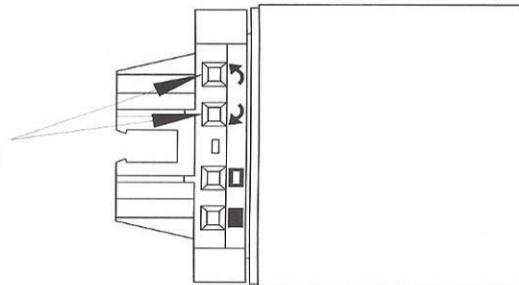
Setting the Close Limit from the EDU

Tap the "Close Limit Button" (■). The green LED on the roller Shade EDU will turn on steady, indicating that the EDU is in "Set Close Limit Mode".



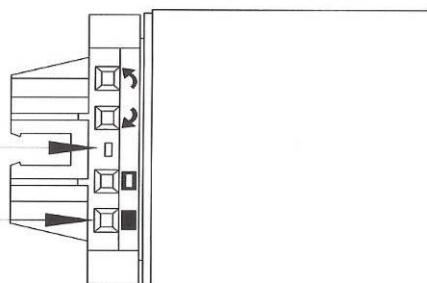
Adjust the position of the EDU to the desired Close Limit using the adjustment Buttons

Use the Adjustment buttons to move the EDU position



Press and hold the "Close Limit Button" (■) for 5 seconds. The green LED on the roller shade EDU will flash for 2 seconds, then go dark, indicating that the current position has been stored as the Close Limit.

Flashing LED
Press and hold the Close Limit Button for 5 seconds

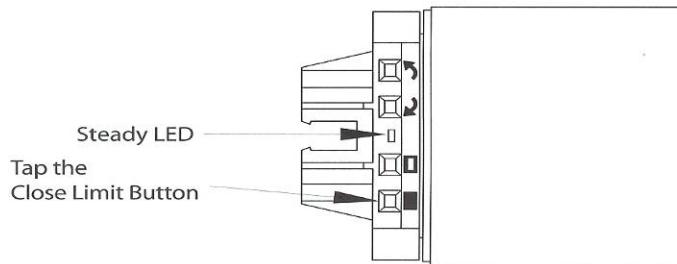


Use a paperclip or toothpick to adjust the buttons

Setting the EDU Stops

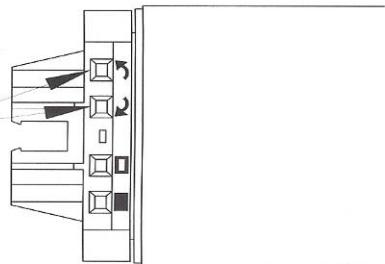
Setting the Close Limit from the EDU

Tap the "Close Limit Button" (■). The green LED on the roller Shade EDU will turn on steady, indicating that the EDU is in "Set Close Limit Mode".



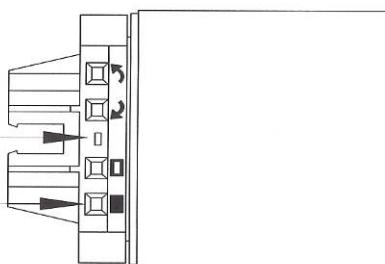
Adjust the position of the EDU to the desired Close Limit using the adjustment Buttons

Use the Adjustment buttons to move the EDU position



Press and hold the "Close Limit Button" (■) for 5 seconds. The green LED on the roller shade EDU will flash for 2 seconds, then go dark, indicating that the current position has been stored as the Close Limit.

Flashing LED
Press and hold the Close Limit Button for 5 seconds



Use a paperclip or toothpick to adjust the buttons

RETAIL PRICING



Elegant Solutions for Concealing Plasma Displays

Retail Pricing v5.0

Effective Date: 9-1-2007, this supersedes all previous pricelists

Comparison Chart of QC, QS, QX, & Illusion Moving Art Series				
Features	QC Series	QS Series	QX Series	Illusion Series
Sizes Available	32-120"	40-60"	42-60"	42" or 50"
Custom Dimensions	√	√	√	no*
Choice of std artwork	650+	60+	650+	18
Choice of std frames	22+	8	22+	4
Custom frames	Option	no	Option	no
Owner supplied artwork	√	no	√	no
IR Remote	√	√	√	√
On-Board Sound™	Option	Option	Option	no
Lutron Drive Unit >44db	√	√	√	√
All Aluminum Structure	√	√	√	no
Magnetic Tensioning	√	√	√	no
Robotic Movement	no	no	√	no
Wall Mounting	Option	Option	Option	√
Flush Mounting	√	√	√	√

Custom sizes and frames are available in the Illusion Series only on in quantities of 10

General Terms

Delivery: Generally 6-8 weeks from receipt of payment and signed Media Décor Order Form. Rush Orders incur a 20% surcharge.

Terms: Full payment with order; Because of the custom nature of this product, monies are non-refundable.

Freight: FOB Ft Lauderdale, Florida USA

QC Series Moving Art (Patented)

Each unit is custom built to the exact dimensions of the LCD/Plasma/DLP Unit

Model#	Description	MSRP		
QC-42	30"-43" Motorized Frame (maximum width of TV less than 43")	\$7250		
QC-50	44"-50" Motorized Frame (maximum width of TV less than 50")	\$7800		
QC-55	51"-55" Motorized Frame (maximum width of TV less than 55")	\$8450		
QC-60	56"-60" Motorized Frame (maximum width of TV less than 60")	\$9000		
QC-65	61"-65" Motorized Frame (maximum width of TV less than 65")	\$9700		
QC-70	66"-70" Motorized Frame (maximum width of TV less than 70")	\$10500		
QC-75	71"-75" Motorized Frame (maximum width of TV less than 75")	\$10700		
Q Mount-L	Media Decor TV mount (37-63"); 1" thick)	\$190		
Q Mount-M	Media Decor TV mount (24-40"); 1" thick)	\$155		
QA Mount	Media Decor Articulating TV mount (42-60"; 3.5" thick)	\$650		
BackBox-1	Back Box (not fire rated)	\$1100		
BackBox-2	Aluminum Back Box-2 (Fire Rated)	none		
Wall Mount	Hanging Wall Mount Enclosure	\$695		
OnBoard Sound	Optional built in sound system to match TV; LRC	See options page		

Each QC unit includes:

- 1x artwork selection from the Media Décor website or custom artwork reproduced from your tiff or psd file
- 1x art/motor cartridge assembly/Lutron-Vimco QED Electronic Drive Unit
- 1x standard frame selection from the Media Décor website
- 1x Lutron IR remote control & IR receiver; optional contact closure
- 8 year motor warranty

QX Series (Robotic Arm Series) (Patented)			
Each unit is custom built to the exact dimensions of the LCD/Plasma Unit; Does NOT include Control System Hardware			
Model#	Description	MSRP	Cost
QX-42	40"-43" Motorized Robotic Frame (maximum width of TV less than 43")	\$9750	
QX-50	44"-50" Motorized Robotic Frame (maximum width of TV less than 50")	\$10300	
QX-55	51"-55" Motorized Robotic Frame (maximum width of TV less than 55")	\$10950	
QX-60	56"-60" Motorized Robotic Frame (maximum width of TV less than 59")	\$11500	
BackBox-2	Aluminum Back Box-2 (Fire Rated)	none	
OnBoard Sound	Optional built in sound system to match TV; LRC	See options page	

Each QX unit includes:

- 1x artwork selection from the Media Décor website or custom artwork reproduced from your tiff or psd file
- 1x art/motor cartridge assembly/Lutron-Vimco QED Electronic Drive Unit
- 1x Robotic Arm with TV mounting Bracket
- 1x standard frame selection from the Media Décor website
- 2x IO conditional safety interlocks (Built into robotic arm and artwork structure)
- 8 year Lutron motor warranty
- 1 year Robotic Arm warranty

* It is the sole responsibility of the installing dealer to interface the interlocks with the control system they will be using. Please contact Media Décor for details.

QS Series Moving Art (Patented)

The QS Series is identical to the QC series except for the selection of artwork and frames

Model#	Description	MSRP
QS-42	Motorized Frame for LCD and Plasma displays up to 43" in width.	\$4600
QS-50	Motorized Frame for LCD and Plasma displays up to 50" in width.	\$5200
QS-55	Motorized Frame for LCD and Plasma displays up to 55" in width.	\$5900
QS-60	Motorized Frame for LCD and Plasma displays up to 60" in width.	\$6600
Q Mount-L	Media Decor TV mount (37-63"); 1" thick)	\$190
Q Mount-M	Media Decor TV mount (24-40"); 1" thick)	\$155
QA Mount	Media Decor Articulating Service TV mount; 3.5" thick	\$650
Wall Mount	Hanging Wall Mount Enclosure	\$695
BackBox-1	Back Box (not fire rated)	\$1100
BackBox-2	Aluminum Back Box-2 (Fire Rated)	none

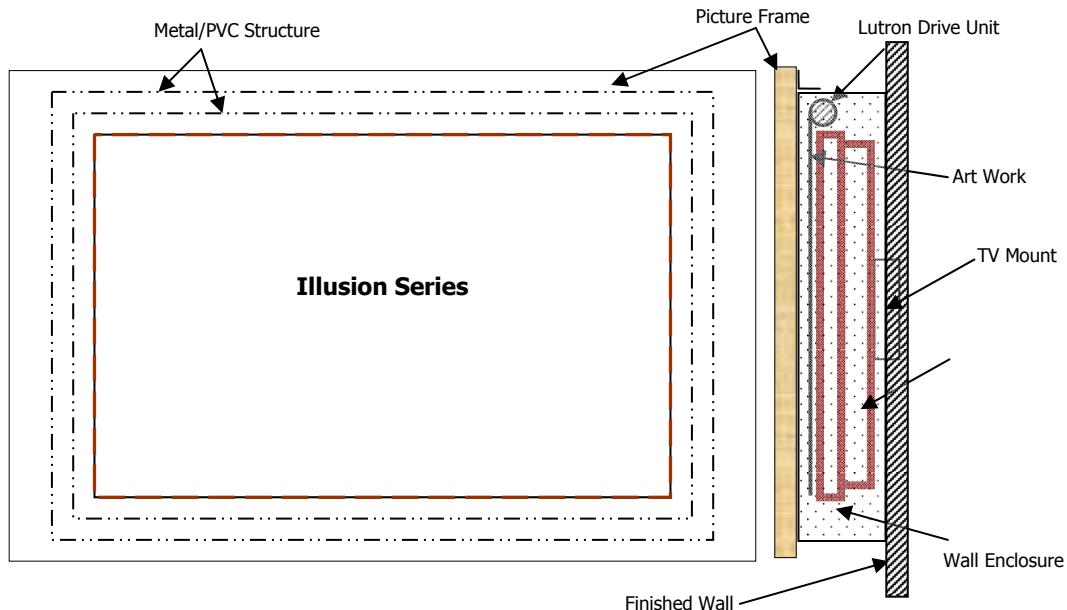
Each QS includes:

- 1x artwork selection from the Media Décor website ('QS' Series Artwork)
- 1x frame selection from the Media Décor website ('QS' Series Frames)
- 1x motor assembly/Lutron-Vimco QED Electronic Drive Unit with 8 year motor warranty
- 1x Lutron IR remote control & IR receiver

Illusion Series Moving Art

Standard Size unit for wall & recess mounting - Customization only available in quantities of 10+

Model#	Description	MSRP	
I-42	maximum TV size 41" wide x 28 5/8" high x 5.5" deep (including TV mount)	\$2495	
I-50	maximum TV size 50" wide x 31" high x 5.5" deep (including TV mount)	\$2995	
Q Mount-L	Media Decor TV mount (37-63"); 1" thick)	\$190	



Each Illusion includes:

- 1x artwork selection from the Media Décor website ('Illusion' Series Artwork)
- 1x frame selection from the Media Décor website ('Illusion' Series Frames)
- 1x motor assembly/Lutron-Vimco QED Electronic Drive Unit with 8 year motor warranty; 1x Lutron IR remote control & IR receiver
- 1x Wall Enclosure w/brackets

- ✓ **Delivery:** 3-6 weeks from receipt of payment and signed Media Décor Order Form
- ✓ **Terms:** Full payment with order; Because of the custom nature of this product, monies are non-refundable.
- ✓ **Freight:** FOB Ft Lauderdale, Florida USA

QF Series (Frame only)

The New QF Series offers a designer frame and a structure that conceals the sides of the TV. It is for wall mounted and recessed TVs

Model#	Description	MSRP	
QF-50	32"-50" Frame & Structure (maximum width of TV less than 50")	\$1650	
QF-65	51"-65" Frame & Structure (maximum width of TV less than 65")	\$1850	
Q Mount-L	Media Decor TV mount (37-63"); 1" thick	\$190	
Q Mount-M	Media Decor TV mount (24-40"); 1" thick	\$155	
QA Mount	Media Decor Articulating Service TV mount; 3.5" thick	\$650	

Each QF is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order

Each QF includes:

- 1x frame selection from the Media Décor Website (QC series frames)
- 1x black powder coated aluminum and black Polycarbonate structure to enclose the sides of the TV

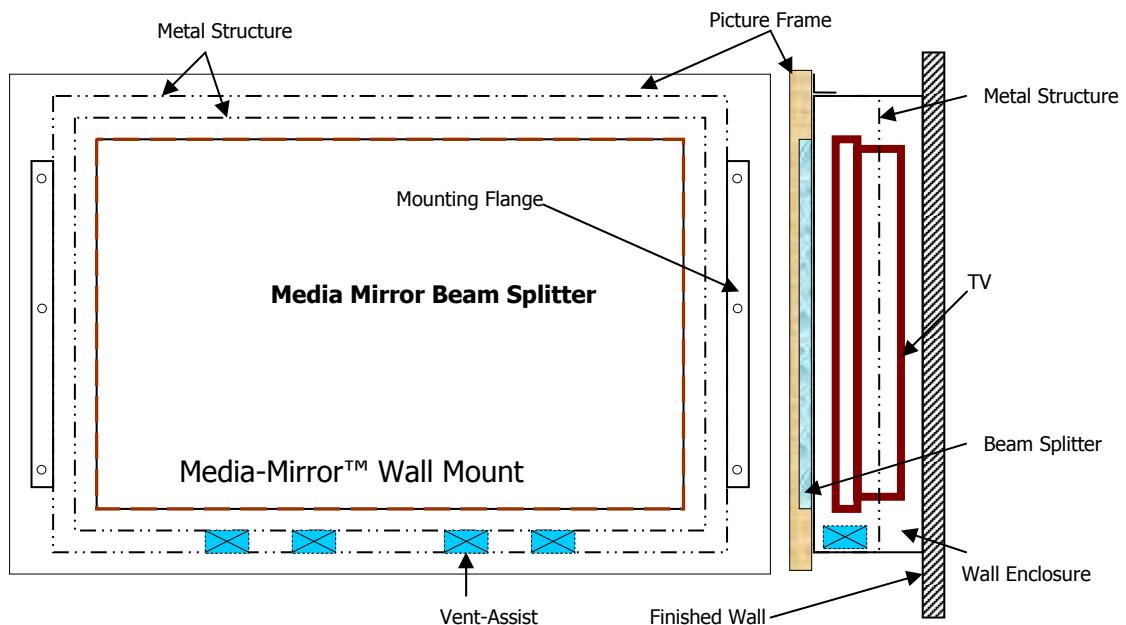
Media-Mirror HCR-W (Wall Mount) (3 layer glass coating)

Beam Splitter Mirror for concealing Plasma/Lcd/DLP screens

Each HCR-W unit is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel.

Model#	Description	MSRP		
HCR-32W	Media Mirror; (max TV width 32")	\$3200		
HCR-43W	Media Mirror; (max TV width 43")	\$4800		
HCR-50W	Media Mirror; (max TV width 50")	\$5500		
HCR-55W	Media Mirror; (max TV width 55")	\$6200		
HCR-60W	Media Mirror; (max TV width 60")	\$6950		
HCR-65W	Media Mirror; (max TV width 65")	\$7300		
Q Mount-L	Media Decor TV mount (37-63"); 1" thick	\$190		
Q Mount-M	Media Decor TV mount (24-40"); 1" thick	\$155		

Each HCR-W includes a QC Frame, ventilation system, aluminum structure, and wall enclosure. The Media Décor 1" universal TV mount is optional.



Media-Mirror HCR-R (Recess) (3 layer glass coating)

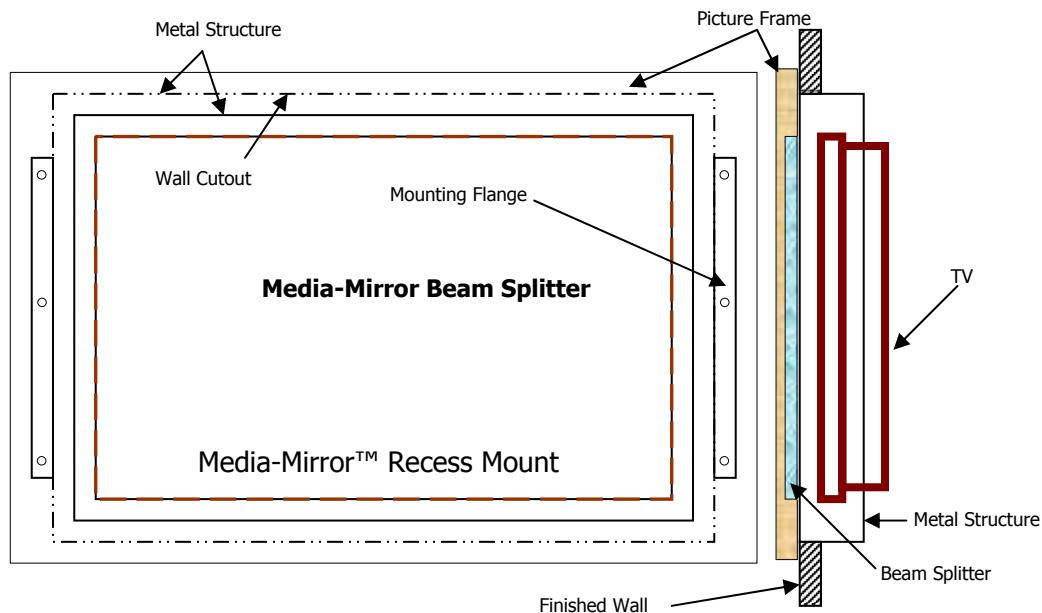
Beam Splitter Mirror for concealing Plasma/Lcd/DLP screens

Each HCR-R unit is custom built to the height and width and depth of the TV; thus the exact dimensions must be supplied to us at time of order. The inside of the picture frame slightly overlaps the outside of the TV Bezel. Please contact us if you wish the frame to overlap the bezel up to the display: there is an additional charge for this.

No Ventilation system is provided. The Media Décor 1" universal TV mount is optional.

Model#	Description	MSRP		
HCR-32R	Media Mirror; (max TV width 32")	\$2800		
HCR-43R	Media Mirror; (max TV width 43")	\$4300		
HCR-50R	Media Mirror; (max TV width 50")	\$5000		
HCR-55R	Media Mirror; (max TV width 55")	\$5700		
HCR-60R	Media Mirror; (max TV width 60")	\$6450		
HCR-65R	Media Mirror; (max TV width 65")	\$6800		
Q Mount-L	Media Decor TV mount (37-63"); 1" thick	\$190		
Q Mount-M	Media Decor TV mount (24-40"); 1" thick	\$155		
QA Mount	Articulating Service TV mount; 3.5" thick	\$650		
Vent-Assist	Built-in 60mm x 4 auto ventilation	\$500		
Back Box-1	Back Box (not fire rated)	\$1100		
Back Box-2	Aluminum Back Box (fire rated)	-		

Each HCR-R includes a QC Frame and aluminum structure. The Media Décor 1" universal TV mount is optional.



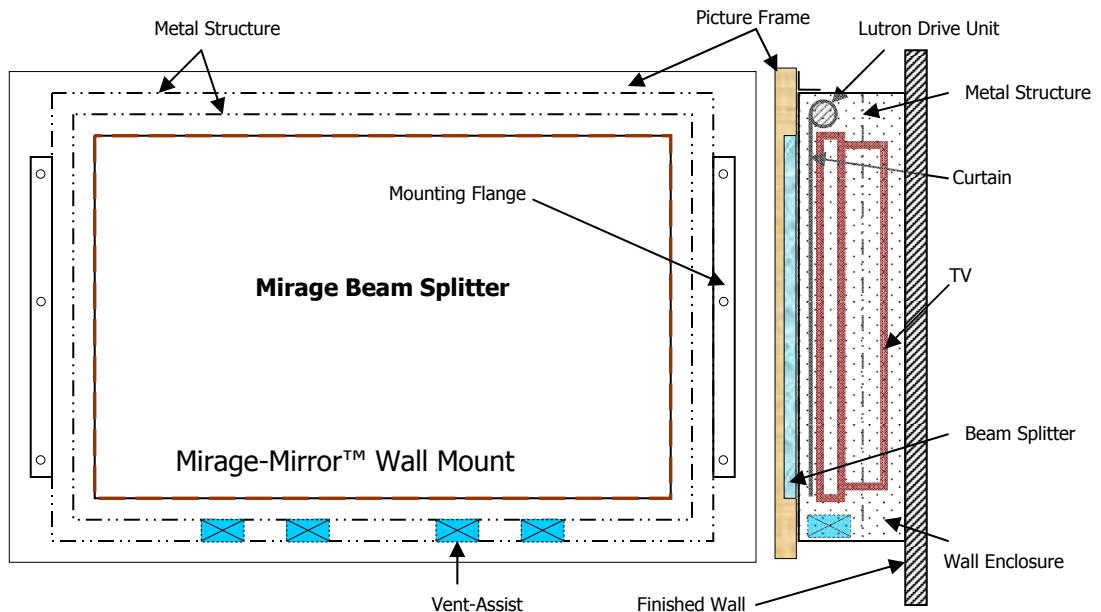
Mirage-Mirror-MW (Wall Mount) (3 layer glass coating)

Beam Splitter Curtain Mirror for concealing Plasma/Lcd/DLP screens

The MW unit is for wall mounted TVs. All units are custom made to TV dimensions. Each MW includes the frame of your choice from the QC Frames, aluminum structure, Built-in ventilation system, Wall Enclosure, Lutron QED Drive Unit with blackout curtain, and IR controls.

Model#	Description	MSRP		
MW-32	Mirage Mirror; (max TV width 32")	\$4700		
MW-43	Mirage Mirror; (max TV width 43")	\$6300		
MW-50	Mirage Mirror; (max TV width 50")	\$7000		
MW-55	Mirage Mirror; (max TV width 55")	\$7700		
MW-60	Mirage Mirror; (max TV width 60")	\$8400		
MW-65	Mirage Mirror; (max TV width 65")	\$9100		
Q Mount-L	Media Decor TV mount (37-63"); 1" thick	\$190		
Q Mount-M	Media Decor TV mount (24-40"); 1" thick	\$155		

*Level 2 discount applies only to dealers with a Mirror Demo in their Showroom



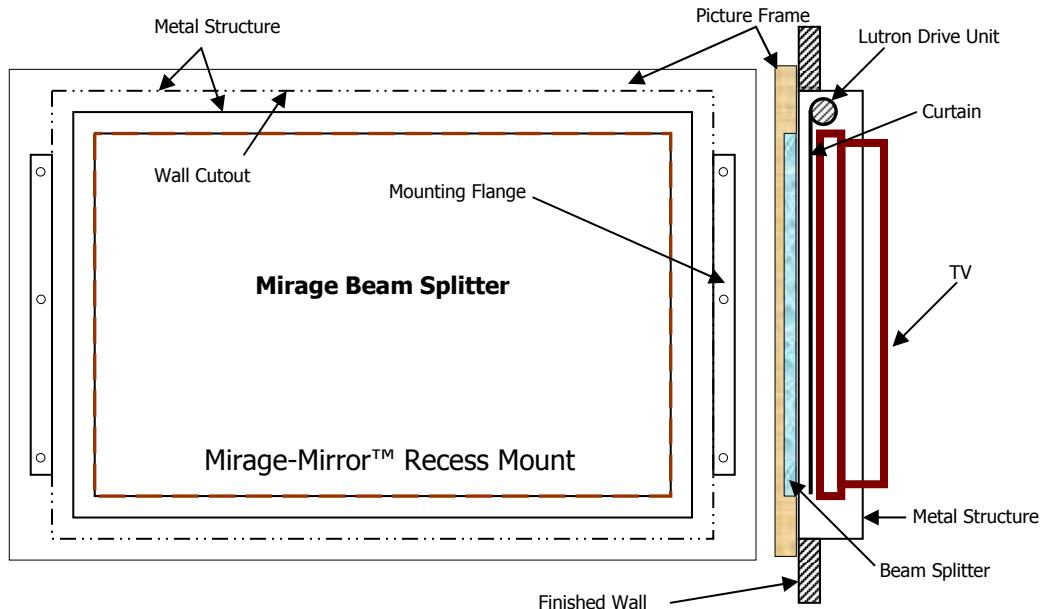
Mirage-Mirror-MR (Recess Version) (3 layer glass coating)

Beam Splitter Curtain Mirror for concealing Plasma/Lcd/DLP screens

The MR unit is for recess mounted TVs. All units are custom made to TV dimensions. Each MR includes the frame of your choice from the QC Frames, aluminum structure, Lutron QED Drive Unit with blackout curtain, and IR controls. No Ventilation system is provided.

Model#	Description	MSRP		
MR-32*	Mirage System; (max TV width 32")	\$4200		
MR-43*	Mirage System; (max TV width 43")	\$5800		
MR-50*	Mirage System; (max TV width 50")	\$6500		
MR-55*	Mirage System; (max TV width 55")	\$7200		
MR-60*	Mirage System; (max TV width 60")	\$7900		
MR-65*	Mirage System; (max TV width 65")	\$8600		
Vent-Assist™	Built-in 60mm x 4 auto ventilation	\$500		
Q Mount-L	Media Decor TV mount (37-63"); 1" thick	\$190		
Q Mount-M	Media Decor TV mount (24-40"); 1" thick	\$155		
QA Mount	Media Decor Articulating Service TV mount; 3.5" thick	\$650		
Back Box-1	Back Box (not fire rated)	\$1100		
Back Box-2	Aluminum Back Box (fire rated)	-		

*Level 2 discount applies only to dealers with a Mirror Demo in their Showroom



Media-Mirror: Frame-Glass Only (3 layer glass coating)

Beam Splitter Mirror for concealing Plasma/Lcd/DLP screens

The HMF series is for glass and picture frame only. Z-extrusion mounting hardware (if required) is optional. These units are custom cut to your size requirements

Model#	Description	MSRP		
HMF-32	Frame and glass only (max TV width 32")	\$2500		
HMF-43	Frame and glass only (max TV width 43")	\$3750		
HMF-50	Frame and glass only (max TV width 50")	\$4295		
HMF-55	Frame and glass only (max TV width 55")	\$4860		
HMF-60	Frame and glass only (max TV width 60")	\$5425		
HMF-65	Frame and glass only (max TV width 65")	\$5700		
Q Mount	Media Decor universal TV mount; 1" Thick	\$190		
QA Mount	Media Decor Articulating Service TV mount; 3.5" thick	\$650		
Back Box-1	Back Box (not fire rated)	\$1100		
Back Box-2	Aluminum Back Box (fire rated)	-		

Media-Mirror: Glass Only (3 layer glass coating)

Beam Splitter Mirror for concealing Plasma/Lcd/DLP screens

The HCM series is for glass only. Z-extrusion mounting hardware (if required) is optional. The Media Décor 1" universal TV mount is optional.

Model#	Description	MSRP		
HCM-60/40	60" x 40" x .25" glass only	\$3230		
HCM-30/40	30" x 40" x .25" glass only	\$1850		
Glass Cut	Custom cutting of glass only	No charge for rectangular cuts		
Z-Clip	Z-extrusion	\$7.50 per 26" Length; Predrilled for 16" studs (net)		

NEW Q-Lift™

Pop Up/Pop Down Lift for concealing Plasma/Lcd Displays

A new standard of quality in rack and pinion lift construction and performance. This is a precision lift with near silent operation (<50dB), extremely smooth movement, and unmatched stability.

Model	Description	Width	Rails	Travel	MSRP	
QL-32/27	32" Pop-up Lift	37"	27"	23"	none	
QL-33/29	33" Pop-up Lift	39"	29"	25"	none	
QL-37/31	37" Pop-up Lift	42"	31"	27"	none	
QL-42/31	42" Pop-up Lift	46"	31"	27"	none	
QL-43/33	43" Pop-up Lift	49"	33"	29"	none	
QL-50/35	50" Pop-up Lift	54"	35"	31"	none	
QL-55/38	55" Pop-up Lift	60"	38"	34"	none	
QL-60/41	60" Pop-up Lift	64"	41"	37"	none	
QL-65/44	65" Pop-up Lift	68"	44"	40"	none	

It includes:

- 1x Q-Lift™ motorized lift platform with needle bearing guides
- 1x 115vac sound dampened motor with standard 12vdc trigger relay (24vdc &115vac trigger relays optional)
- 2x machined rack/pinion rails (Guide Rails)
- 2x adjustable limit switch tabs with mounting hardware
- 10x Stainless Steel machine Bolts for mounting TV Box
- 1x internal coiled cable for cable management and override switch

Options include custom length rails, custom built TV Box (not cabinet), mechanical ball bearing swivel

- ✓ **Delivery:** 1-2 weeks from receipt of payment and signed Media Décor Order Form
- ✓ **Terms:** Full payment with order; Because of the custom nature of this product, monies are non-refundable.
- ✓ **Freight:** FOB Ft Lauderdale, Florida USA

GENERAL OPTIONS			
For Model#	Description	MSRP	
QC-42	*Replacement Artwork	\$2400	
QC-50	*Replacement Artwork	\$2650	
QC-55	*Replacement Artwork	\$2900	
QC-60	*Replacement Artwork	\$3500	
QC-65	*Replacement Artwork	\$3900	
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All Models	Lutron SV-CCI-8 Contact Closure**	\$440	
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QC-42	On-Board Sound™	\$2200	
QC-50	On-Board Sound™	\$2200	
QC-55	On-Board Sound™	\$2900	
QC-60	On-Board Sound™	\$2900	
QC-65	On-Board Sound™	\$2900	
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All Mirrors	additional cost for 6 Layer coating (full sheet)	+ \$1000	
	additional cost for 6 Layer coating (half sheet)	+ \$600	
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All Models	**Hanging Wall Mount Enclosure	\$695	
	**Back Box-1 for recess installation (not fire rated)	\$1100	
	** Aluminum Back Box-2 (Fire Rated)	none	
	Q-Mount: universal TV wall mount (37-60"; 1" thick)	\$190	
	QA Mount: Media Decor Articulating Service TV mount; 3.5" thick	\$650	
	1/8" Z-Clip extrusion (for tight mounting of frames or TVs)	none	
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*Original artwork and cartridge must be returned to Media Décor. Prices do not include shipping/insurance costs.			
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** Must be specified with original order			