



Naresh Chittathuru

Private Cinema Consultant
Audio & Video Calibration Specialist

I advise on the decisions that shape a cinema's performance, then calibrate and verify the result - bringing room, sound and picture into alignment.

Through Audio Business Company, I bring 15 years of audio and video experience to a precise brief: understand the room, identify what matters and give clients a clear path to better performance.

01

DESIGN

Shape the decisions.

02

ALIGN

Refine the experience.

03

VERIFY

Establish the result.

DESIGN WITH PURPOSE. VERIFY WITH PRECISION.

WORLDWIDE ENGAGEMENT

Remote design review. On-site calibration worldwide.
Specialist support for private clients and project teams.

Make the right decisions. Before the room is built.

Seating, acoustics, loudspeaker placement and projection define what a cinema can achieve. I assess these together, so design decisions serve the experience from the outset.

01 Room & seating

Review room acoustics and seating through simulation and layout analysis. Identify constraints before they become built-in compromises.

02 Loudspeakers & bass

Plan loudspeaker positions and subwoofer integration around the listening area, with attention to coverage, coherence and bass consistency.

03 Screen & projection

Assess screen placement, projection throw and viewing angles together, so image scale and seating work as a considered whole.

04 Design review & priorities

Evaluate the proposed system against performance objectives. Clarify trade-offs and establish priorities before equipment and construction decisions are fixed.

START WITH THE DECISIONS AHEAD

A new cinema, a design awaiting approval or a room that falls short of expectations. Each begins with a clear assessment of what can be improved - and how.

Hear the detail. See the intent.

Calibration translates design intent into system settings. I measure, adjust and verify sound and picture against agreed targets, with the room's capabilities in view.

AUDIO

Precise alignment. Coherent sound.

Align channel level, timing, polarity and phase. Refine crossovers, multi-subwoofer integration and frequency response, then verify performance across the agreed seats.

Systems: AVR and dedicated processors, including Trinnov and StormAudio.

VIDEO

Faithful colour. Refined HDR.

Refine white balance, greyscale, gamma/EOTF and colour. Optimise SDR and HDR modes, including tone mapping, within the capabilities of the display or projector.

Systems: Projectors and displays, with madVR or Lumagen processing where fitted.

INSTRUMENTS & PLATFORMS

REW / Smaart / AudioTools / Dirac Live / Trinnov Optimizer
Klein K-10A / Murideo SIX-G / Calman Ultimate

PROFESSIONAL CERTIFICATIONS

ISF / HAA / Trinnov Level 2 / PVA

Design and verification informed by CEDIA RP22, RP32 and RP1 recommended practices.

Know what to improve. Know what was achieved.

Engage me for a focused design review, specialist calibration or continuity from planning through final verification. The scope follows the project, with clear priorities and defined deliverables.

FROM BRIEF TO VERIFIED PERFORMANCE

01 Define

Establish your priorities, review the plans or installed system, and agree the scope, performance targets and site requirements.

02 Assess & optimise

Assess the design or measure the room. Develop recommendations and carry out the calibration work agreed for the project.

03 Verify & hand over

Compare the measured result with the agreed targets. Document the settings, findings and remaining limitations for a clear handover.

A RECORD OF THE WORK

Depending on scope, your record includes before-and-after measurements, target curves, channel alignment data, greyscale and colour reports, system settings and a signed performance record.

For integrators: Specialist support alongside your team. You retain project leadership and the client relationship. Worldwide: Remote review and on-site engagements, quoted to scope. Travel, accommodation and applicable taxes are additional.

Share your plans, system details and project location

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