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**RAYVA Showcases Turnkey Builder-Friendly Home Theater Packages During National Association of Home Builders (NAHB) International Builders’ Show 2017**

*Leveraging unrivalled custom home theater design and delivery expertise, RAYVA provides all-inclusive home theater packages for the luxury market*

**Brooklyn, NY – January 5, 2017**—[RAYVA](http://www.rayva.com) is the world's first exclusive provider of curated, complete, and consummate home theater packages delivered by the CEDIA community to the luxury builders' market and their customers’ on time, within budget, and to specification. The company will debut its unique offering this month, during presentations being held in a custom home theater in booth #W5871 during the National Association of Home Builders (NAHB) International Builders’ Show in Orlando, Florida, January 10 – 12, 2017.

Drawing on the expertise of leading home theater designers, acousticians, and calibrators, RAYVA’s builder-friendly packages feature award-winning designs, acoustic specifications, detailed construction documents, and carefully curated AV components and accessories. Each RAYVA home theater package meets strategic price points and all are designed to fit easily into typical residential floor plan designs. Pricing ranges from $69,500 for an enhanced builders package to $500K for a fully engineered custom calibrated home theater with top of the line AV components.

**A Reliable Source for Highly Coveted Home Theaters**

RAYVA is the solution for builders seeking a low-risk, turnkey solution to fill bonus or media rooms with a tangible benefit—technology that delivers an exceptional, emotional entertainment experience.

“The introduction of RAYVA’s turnkey home theater packages is very exciting for our industry. Being able to provide the Design & Build community with streamlined processes for integrating entertainment experiences will foster more collaboration between builders and CEDIA Home Technology Professionals,” notes Vin Bruno, Chief Executive Officer of CEDIA.

Serving as a trusted broker, RAYVA connects builders with qualified certified home technology professionals who integrate and maintain the products installed in each RAYVA Theater. Projects are completed promptly, carefully managed by RAYVA and its partners to meet time, budget, and specification.

Every RAYVA theater is designed and calibrated by leading home theater design and integration professionals and executive director Theo Kalomirakis—known as the father of the modern home theater—oversees each project to ensure no detail is overlooked.

RAYVA delivers:   
  
- Luxuriously-appointed home theaters designed to fit within plans, ideally suited to bonus room configurations  
  
- Best-in-Class technology integrated and maintained by certified industry professionals  
  
- Increased builder revenues delivered through a previously untapped pipeline—without experimentation or hesitation   
  
“We understand that builders, above everything else, are concerned about delivering homes on time and to spec, but that protecting their bottom line is also critical. RAYVA's turnkey, luxury home theater packages are designed by world-renowned systems designers and installed by the best custom integrators in the country, hand-selected by our team of professionals. These differentiated offerings create a niche for the CEDIA community and add tremendous value to any luxury home, yet are easily scaled to fit within the existing footprint," says RAYVA President George Walter.   
 **A Demo Theater Stocked with Top Luxury Brands**RAYVA will showcase an example of its $69,500 enhanced builders package home theater during the Builder’s Show. There, attendees are invited to step into the luxurious, custom-designed setting, nestle into cozy Fortress Seating, and sample favorite movie clips and previews courtesy of a Kaleidescape server on a giant 11 foot wide 2.35:1 aspect ratio acoustically-transparent Stewart Filmscreen StudioTek 130 projection screen, driven by a best-in-class Barco Orion projector.   
  
The theater will also feature Triad in-wall speakers in a Dolby Atmos 3D surround sound configuration and processed by an Integra DRX-R1 receiver, for total audio immersion. Elan automation will control the audio visual and lighting systems, while custom Kinetics sound panels designed to enhance the acoustics of the theater will block-out show floor noise. Racks, cabling, and other accessories will be hidden from sight, just as they and other components would be delivered in a finished RAYVA theater.

**Working toward Common Goals of Customer Satisfaction**  
For decades, the home building and residential technology industries have shared different goals and objectives when, in fact, achieving customer satisfaction while maintaining profitability are key concerns for both. RAYVA seeks to bridge that gap, discussing and demonstrating for attendees of the International Builders Show how it is possible for builders to tap into the lucrative home theater market by leveraging relationships with leading integration firms through RAYVA’s builder program.

For interviews, editorial appointments, or media tours, please contact Katye (McGregor) Bennett of KMB Communications, Inc. by phoning (425) 328-8640 or emailing [katye@kmbcomm.com](mailto:katye@kmbcomm.com).

**About RAYVA**  
RAYVA, the world's first exclusive provider of curated, complete, and consummate home theater experiences for the CEDIA community, the luxury builders' market, and their customers, seeks to reignite consumers' passion for home theater by reimagining the category. With four all-inclusive, custom home theater solutions, RAYVA removes the barriers of complexity and the unknown to bring an exceptional technology experience into homes and bring families closer together through the magic of movies. Learn more at www.rayva.com. Learn more at [www.rayva.com](http://www.rayva.com).

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