

CINEMA SEATING

Irwin Seating Company



The Irwin Difference

For over 100 years, Irwin Seating Company's sole focus has been on meeting our customers' needs for public seating solutions. We achieve this through innovative design, by manufacturing the industry's most durable products and by providing unmatched service before, during and after the installation of a project. Everyone at Irwin Seating Company is focused on quality, continuous improvement and customer satisfaction. This commitment is what the Irwin Difference is all about and why we are the world's leading supplier for theatre-style seating.

We start by asking the right questions to understand your requirements for a successful project. We provide engineering services for seating layouts and custom chair design to create unique solutions that help our customers with their distinct identities.

We recognize the importance of long term value and understand seating must be reliable, easy to maintain, stylish and comfortable. This is accomplished through meticulous engineering and comprehensive testing, the use of superior materials that include impact resistant plastics, seat lift mechanisms that are virtually maintenance free and fabrics that pass the industry's most rigorous tests.

We know value is achieved over time so we provide unparalleled parts service to keep the seating working for you. Talk with your Irwin Seating Company representative today and experience the Irwin Difference.



MJR Cinemas - Brighton, Michigan



Cinemark Theatres - Strongsville, Ohio



Celebration Cinemas - Benton Harbor, Michigan



Century Theatres - Milpitas, California

Spectrum Recliner

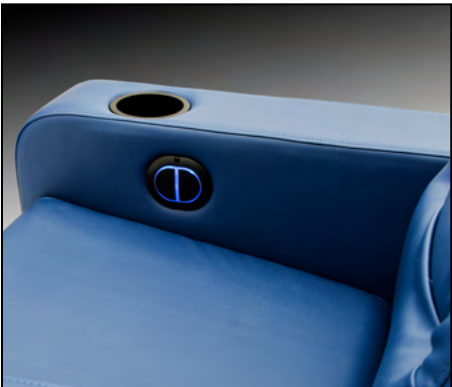
ZG4, the latest innovation in the Spectrum Recliner Luxury Series! This version features a new seat module that offers exceptional comfort with a deep cushioned ride. This seat works in conjunction with a new proprietary recliner mechanism for a smooth "Zero Gravity Motion." This unique mechanism enables patrons to find their optimum personalized comfort and viewing position. In addition, ZG4 provides for improved seating density and a number of operational advances and options you have come to expect from Irwin Seating Company.



Spectrum Eclipse ZG4 with padded and upholstered vinyl-wrapped cap, flip-up center armrest and swivel tables with integral cupholders



Spectrum Eclipse ZG4 with padded and upholstered vinyl-wrapped cap with integral cupholders and illuminated row plates



Upholstered arm with integrated cupholder



Vinyl-wrapped cap with padded and upholstered arm and cupholder



Flip-up arm for ADA locations



Custom swivel table with integrated cupholder



Standard vinyl-wrapped swivel table with integrated cupholder



Heated seat

Luxury Lounger

When space is limited but a premium chair is needed for a theater (or a section of one), our Luxury Lounger fits the bill. This chair uses many of the same components as the Spectrum Recliner series with a smooth 5" rocking motion that lets the viewer settle in comfort.



Embroidered Backs



Illuminated Row Identification



Seat Number Plates



MJR Theatres, Grand Cinema 16 - Troy, Michigan

Signature Rocker



73.12.22.2 Signature Rocker



72.12.2.2 Signature Rocker



73.84.2.84 Signature Rocker

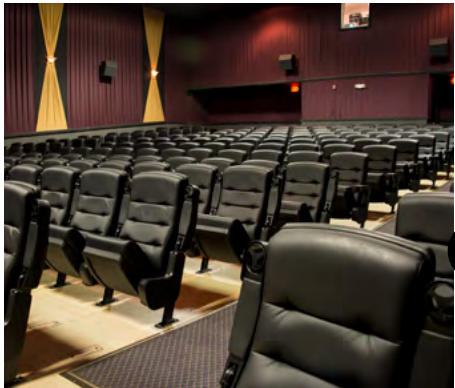
The rocker mechanism used in our seating receives rave reviews for its smooth, reliable action show after show. The No. 2 chair platform is provided with the industry's most durable self-rising seat. The No. 84 platform features a plush ready-to-use seat, the No. 2 platform is provided with the No. 12 self rising seat. Both chair platforms are available with the No. 2 half or the No. 22 full aisle panel. A non-rocking back option is also available.



Carmike Cinemas - Bradley Square 12
Cleveland, Tennessee



Cinemark Walnut Creek 14
Walnut Creek, California



Starmount Cinema - Cinema V
Jonesboro, North Carolina



Cinemark Mall Del Norte
laredo, Texas



B & B Theatres
Grain Valley, Missouri



Regal Issaquah Highlands
Issaquah, Washington

Custom Solutions

We offer the industry's most extensive line of seating and understand how the seating must fit an aesthetic plan that's been carefully developed. This may be something as simple as an embroidered logo in the back or a unique, proprietary back or armrest. No one has the engineering and manufacturing capabilities to provide custom solutions like Irwin Seating Company.

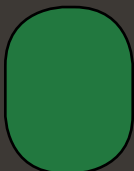




Specifications, dimensions, chair models and color selections may change without notice, for the most up to date information contact your Irwin Seating Company sales manager or go to www.irwinseating.com.

Seating Division

3251 Fruit Ridge Ave. NW
Grand Rapids, MI 49544
Phone: 866-464-7946
Fax: 616-574-7411
E-mail: sales@irwinseating.com
www.irwinseating.com



Irwin Seating Company is proud to print this brochure on Forest Stewardship Council certified paper. FSC certification ensures that the paper used here contains fiber from well-managed and responsibly harvested forests that meet strict environmental and socioeconomic standards.