

2024

PRODUCT CATALOG



**moovia**  
HOME THEATER SEATING





# CONTENTS

moovia® catalog

Tap or click on the chair name to jump on that page!





# FROM START TO FURNISH

When planning a home theater, seating comfort and design still play a crucial role. But by connecting the analog furniture world with the digital one, you'll turn mere comfort into captivating ease of use.

Let **Amazon Alexa** make the ideal seat adjustment for you. Fully integrate your MOOVIA theater chairs into your home control system, such as **Control4**, and create pre-set reclining and tilting positions, not just for a series, but for each single seat. Of course, that includes the control of all the available features of your chair, from **massage** functions to **lighting** design to seat **warming and cooling**. Or you can just keep control in one hand with our **MOOVIA SmartApp** for Android and iOS.

Speaking of impossible, do you want to experience the fourth dimension in your home theater by not only seeing and hearing your favorite movies, but by being literally moved by them? As an official partner of **D-BOX**, MOOVIA can make this dream come true for you.

From planning to implementation, we are at your side with help and advice.



## What we innovated on our furniture in 2022?

### — Snack armrest variations

Turn your armrest into your own private snack bar, complete with a large storage compartment and plenty of room for all your favourite treats and snacks.



- Stockholm with fridge



- Venice & Berlin



- Dallas

### — Integration

The manufacturers Control4 and Crestron are the most popular when it comes to a professional home automation system. Our furniture can be integrated with these systems, whether it comes to event controlled processes or any other type of control supported by the two manufacturers. Just imagine when you have finished watching a movie, the HA system puts on the lights and in a few minutes all moovia® armchairs are automatically reset to their basic settings.

Control4®  **CRESTRON**

### — iOS App Moovia

The moovia SmartApp is currently available in Android and iOS versions. The application can be downloaded from Google Play or the Apple store.

Once downloaded and started, the application will automatically connect to the moovia SmartServer component and start a Help programme that shows which buttons control which function.

After running the Help programme, the application displays the functions belonging to the armchairs, for example moving motors and controlling lighting and massage functions.

### — Seating Comfort

We are producing our models with feather filled cushioning that significantly improves the comfort these seats are providing. The design is perfect if you want a cushion that should not be too soft, but may have the "look" as a loose filling cushion. Using the fill variants, the seat cushion can be manufactured with the desired comfort.





# CREW

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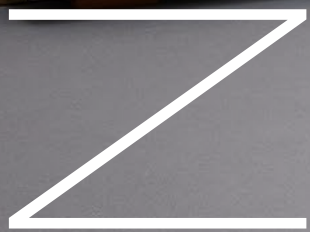


The image features a close-up of a red velvet chair back on the left and a patterned fabric seat cushion on the right. The red velvet has a soft, plush texture, while the patterned fabric is a complex, multi-colored weave. The text 'MEDIA ROOM' is overlaid on the red velvet in a white, thin, sans-serif font.

# MEDIA ROOM

The media room is many things. A haven from the daily grind, a place to unwind, a lively hub for quality time with loved ones. The right furniture turns it into the jewel of your home, where you can relax the way you like best. Our furniture does just that, combining beauty with all the contemporary comforts you need.









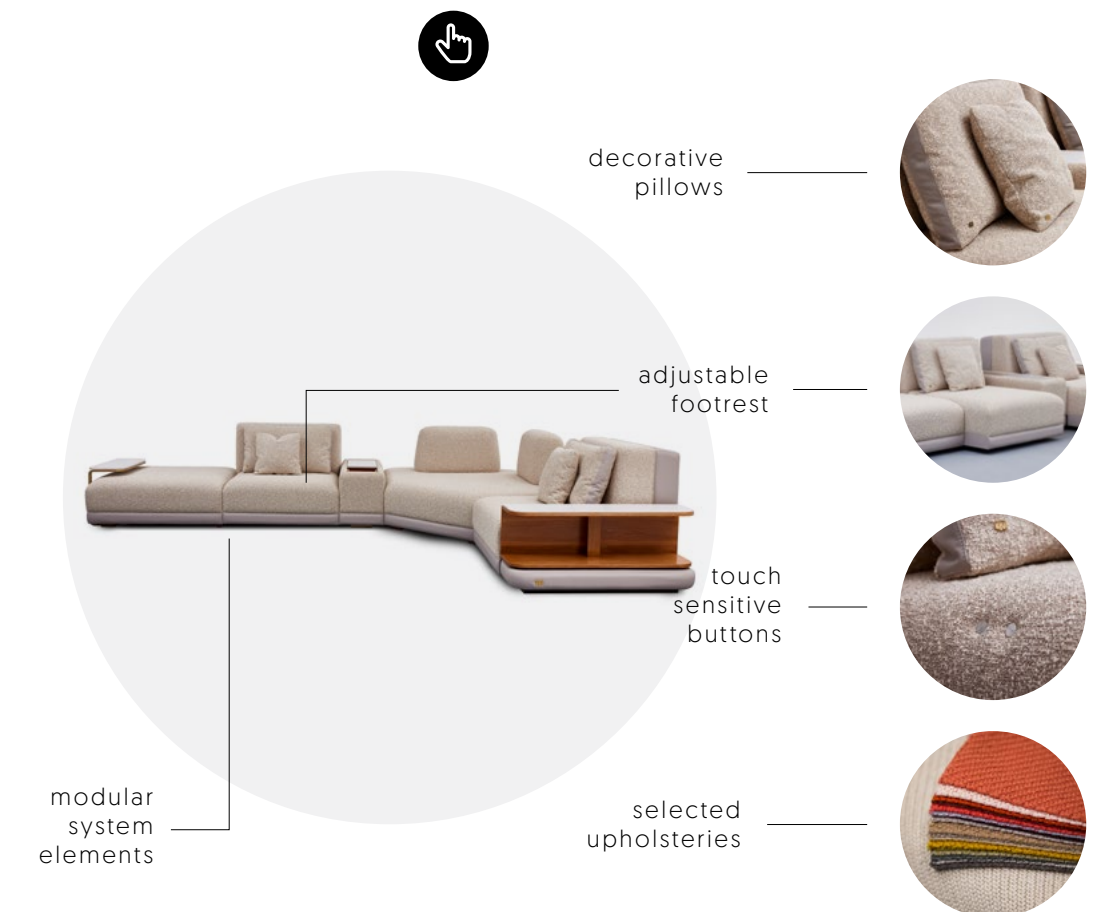


The French charm

*Tap or click on the chair name to jump on the website!*



Inspired by the enchanting landscapes of the French countryside, this masterpiece captures the essence of rustic elegance and refined comfort, produced to fill enormous spaces at your home. Its design pays homage to the rolling hills and tranquil beauty of the French countryside, invoking a sense of serenity and grace within your home.





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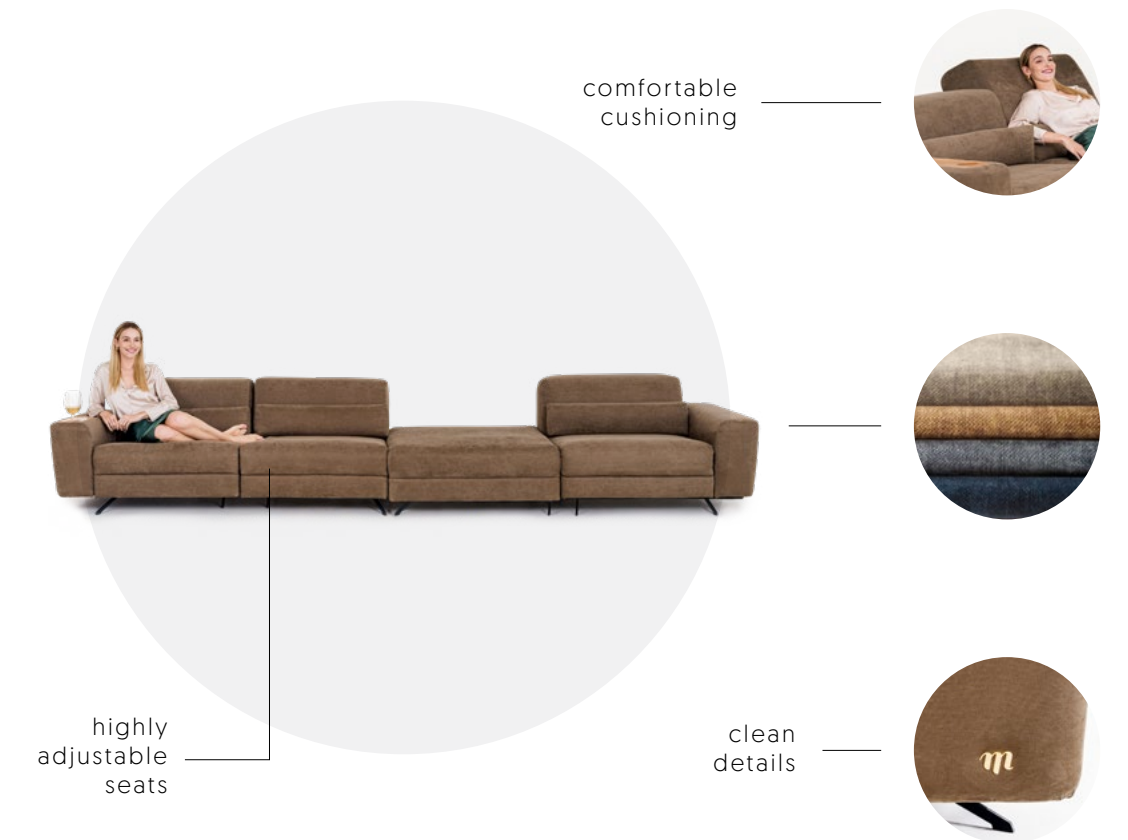


So simple. So good.

*Tap or click on the chair name to jump on the website!*



Transporting the allure of a private cinema into your living space, the ALPHA Home Cinema Sofa marries opulence with functionality. Designed for grandeur, it's the epitome of comfort, sophistication, and adaptability. Elevate your home entertainment and everyday lounging with its spacious design and integrated features—turning your living room into a haven for cinematic experiences and moments of pure relaxation.





# MARRBELLA





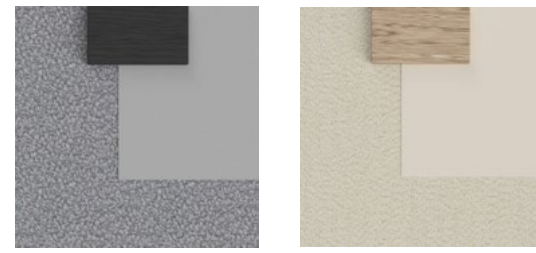




# MARBELLA

Atmosphere of Andalusia

*Tap or click on the chair name to jump on the website!*



MOODBOARDS



By bringing back the atmosphere of Andalusia's breathtaking beaches, harbours and nightlife, the MARBELLA sofa combines the simplicity, the elegance and the comfort with all the functionality you can imagine.

The new design doesn't just have a stylish and elegant look, but also helps you discreetly hide all the movie accessories and cables. You can place it in the living room, in the media room or in your home theater, it will perfectly blend in with its surroundings.

Generic Layouts and Dimensions



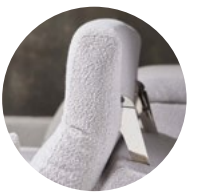
decorative pillows



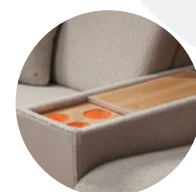
adjustable footrest



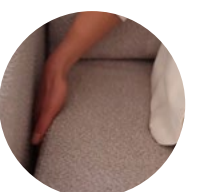
adjustable headrest



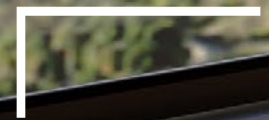
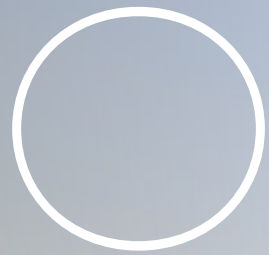
adjustable slide cover



hidden control buttons









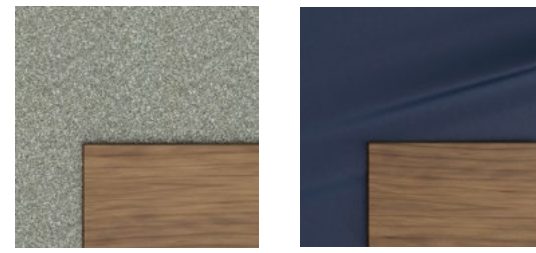




# OSLO

Rest like Odin.

*Tap or click on the chair name to jump on the website!*



MOODBOARDS



A stunning symbiosis of wood and comfort named **OSLO**. Inspired by the forests, fjords and the breathtaking nature of Norway, we tried to imagine how the Norse gods do linger. In our media room sofa **OSLO** you get an idea about.

Generic Layouts  
and Dimensions





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Milano sofa is intended for the living room or media room of a home, designed with the perfect home movie experience in mind. The armrests can be equipped with integrated wireless phone charger, cupholders and storage compartments with adjustable RGB lights inside to make sure the user has all their belongings during a movie in arm's length, but also out of sight when not needed. The motorized mechanism makes it possible to extend the furniture into a lounge position using the control panel inside the storage compartment or the mobile application. Here, the color and intensity of the RGB lights can also be controlled and set to meet a personal preference. Milano sofa is upholstered with a special combination of textile and leather, which creates a unique appearance while taking advantage of the comfort of the textile and the durability of the leather at the same time. These materials can also be changed according to individual preferences. Thanks to the modular design, the Milano sofa can be assembled with or without mid armrests, and the number of seats can be chosen as well.

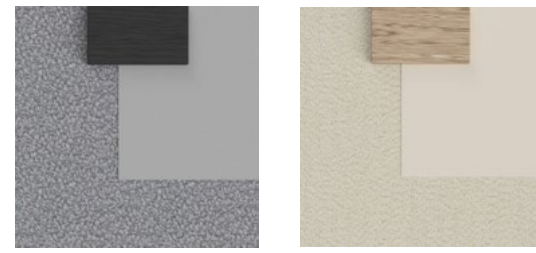




# MILANO

Per essere unici bisogna essere diversi

*Tap or click on the chair name to jump on the website!*



MOODBOARDS



The uniquely designed Media Room Sofa **MILANO**. When you think of the great metropolis in Lombardy, beautiful cars and clothes are coming almost automatically to mind. How could we have given this extraordinarily designed sofa a different name than simply **MILANO**.

Generic Layouts and Dimensions





# BUNDAPREST





# BUDAPEST

The Pearl of the Danube

*Tap or click on the chair name to jump on the website!*



Just go with the flow. Breaking down the stereotypes of theater seating, the **BUDAPEST** sofa combines sleek lines with ease of movement into a truly extraordinary home theater experience. Stretch out in every direction with an extendable footrest and custom accent pillows. Top it off with optional add-ons such as application control or built-in cupholders. And just go with the flow.

## Generic Layouts and Dimensions



audio enhanced headrest

decorative pillows

massage

adjustable footrest

touch panel control option

modular system elements

selected upholstery





# CANNIES





# CANNES

That French Lady

*Tap or click on the chair name to jump on the website!*



Edgy but an instant classic, the **CANNES** home theatre chair is as visually compelling as its namesake film festival. An artfully-crafted montage of shapes, textures, and lines makes it a thrill of avant-garde composition. Effortlessly cool and totally cinematic, it's the pièce d'extraordinaire for your media room. Starring real wood and chic fabrics, with optional audio enhancing backrest and massage function in supporting roles.

## Generic Layouts and Dimensions





COOPENHAGEN





# COPENHAGEN

The North Star

*Tap or click on the chair name to jump on the website!*



Clean lines. Organic textures. Abstract shapes. An airy frame. It all comes together effortlessly with real wood, fine fabrics and a dash of Danish minimalism. Inspired by all things Nordic, the COPENHAGEN chair is striking from every angle. In a nod to the Scandinavian design ethos that furniture should better the quality of life, it is generous with indulgent extras. Enjoy customizable features such as massage functionality, a hidden audio-enhancing headrest and more.

## Generic Layouts and Dimensions





MONDAY COCO





# MONACO

The Bon Vivant

*Tap or click on the chair name to jump on the website!*



Lounge around in the lap of luxury. The glamorous flair of the Principality of Monaco is evoked in every detail of the **MONACO** chair. Relaxed but alluring, it's made for leisure at its most lavish. Bordered by bright real wood and covered with sumptuous fabric. C'est bon.

Generic Layouts  
and Dimensions





# HOME THEATER ROOM

**H**ome theaters have come a long way. And furnishings have been quick to follow. Once home only to movie screenings, today's media rooms are sanctuaries of all things entertainment: blockbusters, online and TV shows, computer games. 4K displays and 7.2 sound systems deliver the ultimate viewing experience that can now only be enjoyed from the utmost comfort. Make the most of **moovia**® chairs' adjustable headrests and footstools, upper, lower, and middle back support, cupholders and storage compartments. Set temperature and lights to create the perfect ambience. Switch to massage mode for maximum relaxation. You run the show.





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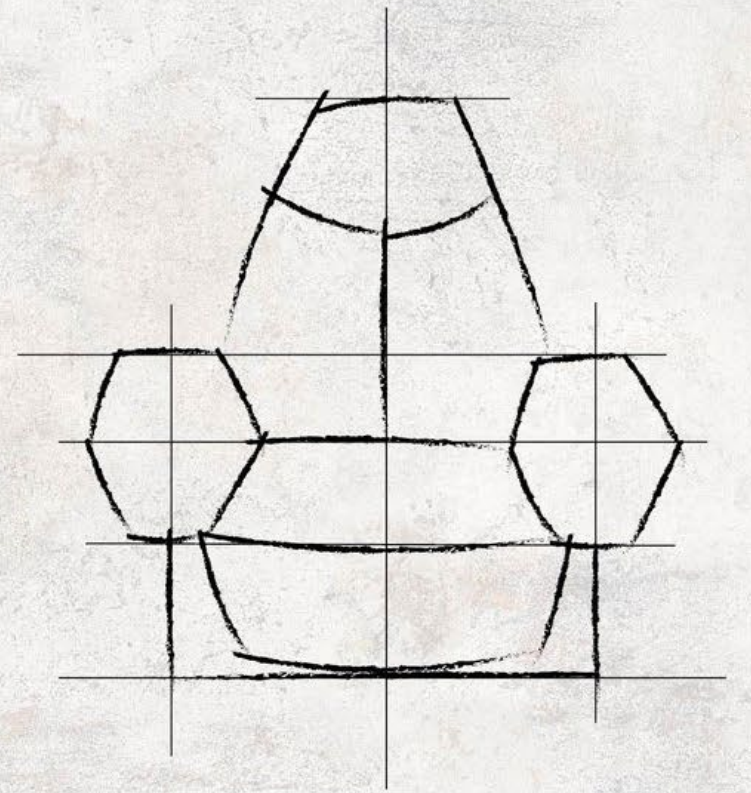
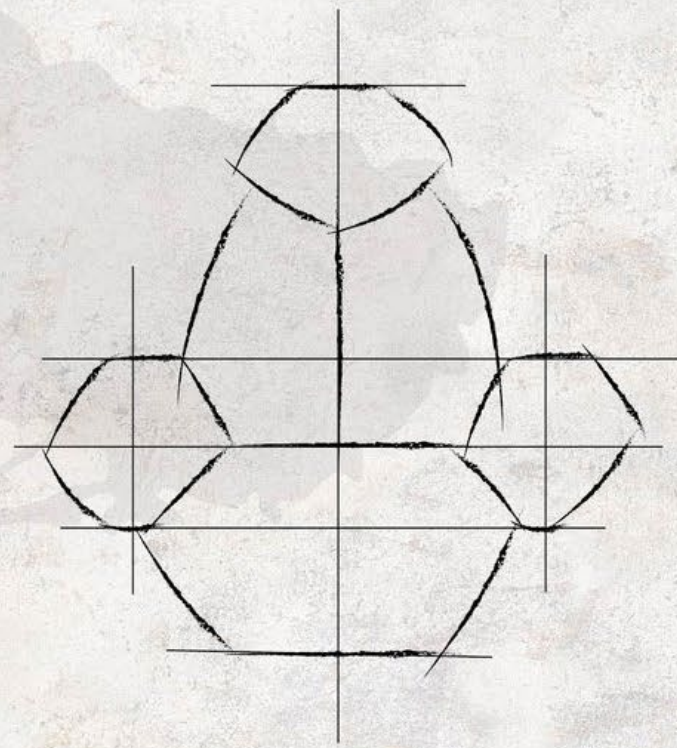
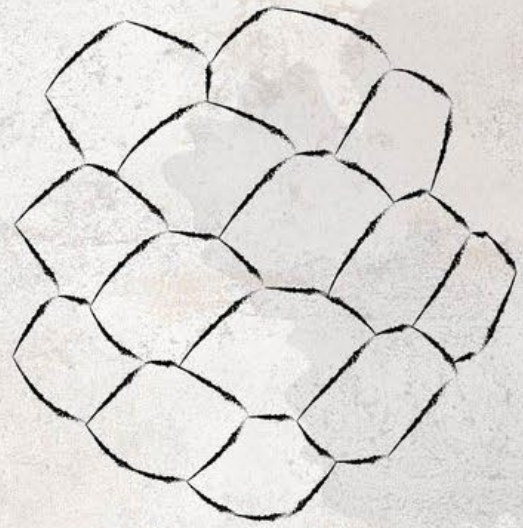
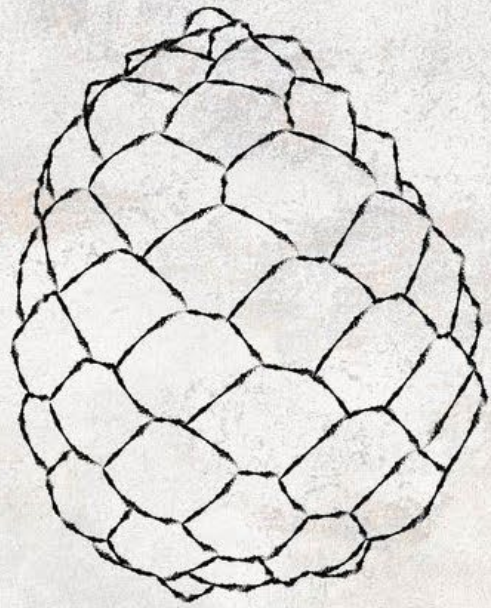


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# INSPIRATION









# ROME

One road to Rome

*Tap or click on the chair name to jump on the website!*



Inspired by the illumination of Rome at night and a cone of the evergreen mediterranean stone pines, also known as umbrella pines, the ROME home theater seating gently embraces you and provides you with great comfort.

The ROME is a unique cinema furniture with an extraordinary look that still has all the functionality you need for a real home cinema experience – highly customizable, modular, can be equipped with cupholders, storage compartments, wireless charger and lights that evoke the lines of the Ponte Sant'Angelo.

## Generic Layouts and Dimensions



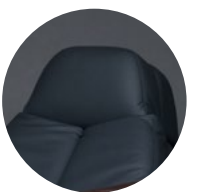
Triple cupholder



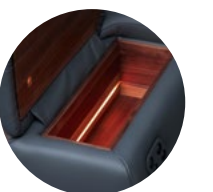
adjustable footrest



adjustable headrest



Compartment





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# DALLAS

The American Dream

*Tap or click on the chair name to jump on the website!*

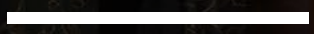
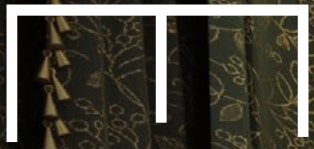


In Texas, when something is impossible to miss, they say it is "bigger than Dallas." But it hardly gets bigger than this one. It is huge. It is loud. It is cozy. The **DALLAS** is a real kick-back-and-relax chair with comfortable leather you will sink right into.

## Generic Layouts and Dimensions









# VENICE

La Dolce Vita

*Tap or click on the chair name to jump on the website!*



Like a Fellini film, the **VENICE** theater chair blends fantasy and earthiness with a touch of the Baroque. With elegant accent stitching and a noble facade, its understated grandeur creates an imposing aspect in any home theater or media room. For an extra touch of indulgence, choose ambient lighting, temperature control, massage function and more.

## Generic Layouts and Dimensions





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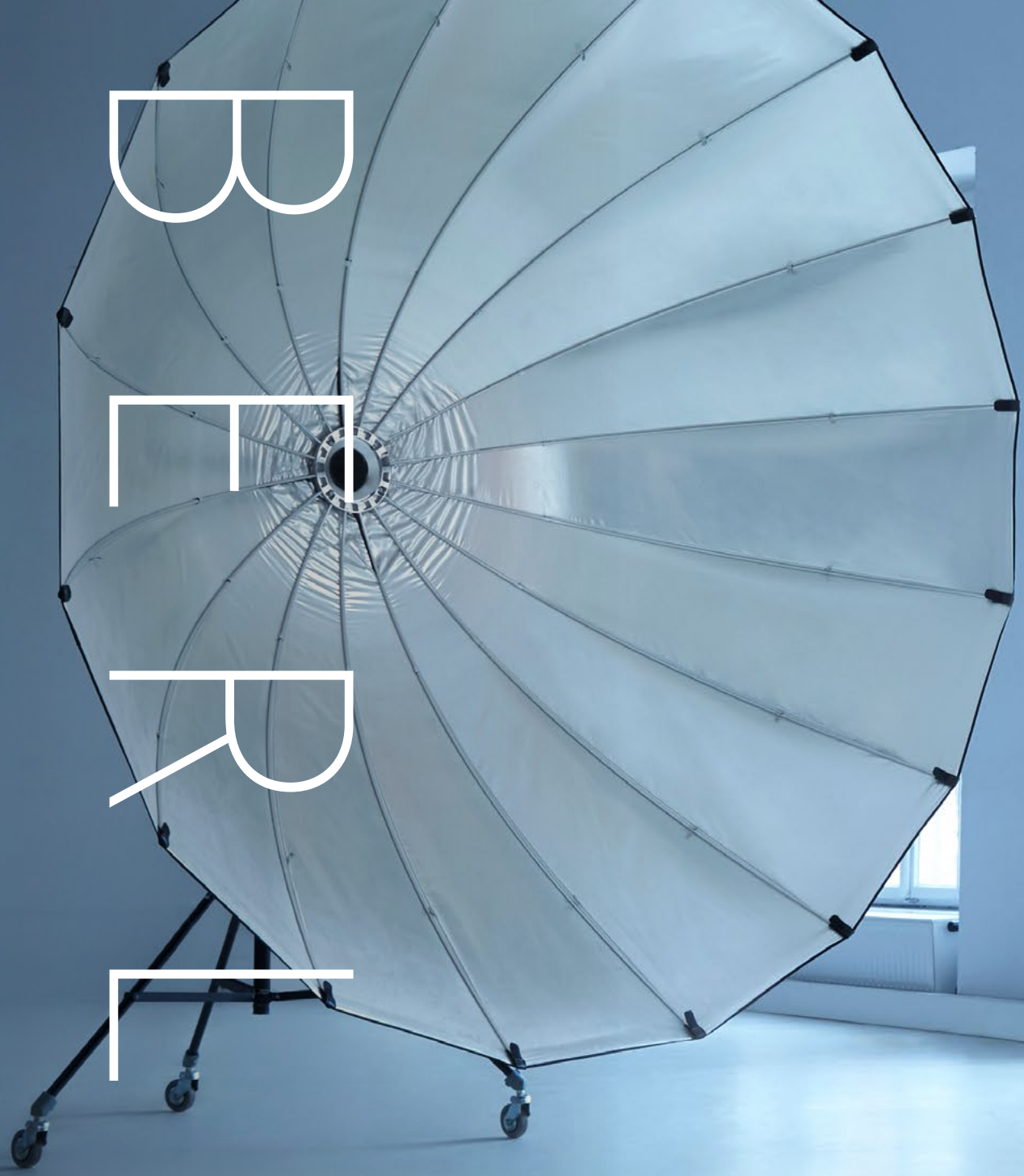
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# BERLIN

Ich bin ein Berliner

*Tap or click on the chair name to jump on the website!*



Meet the wunderkind of urban cool. With its industrial aesthetic, the **BERLIN** theater chair grabs your attention and never lets it go. The striking design is complete with decorative seams, while the furniture mechanics are taken to the next level by Lusch engineering. Features an adjustable headrest, backrest and footrest, massage function and more.

## Generic Layouts and Dimensions



massage function

adjustable headrest



cupholder

engine controls

adjustable footrest

snack armrest

illuminated cupholder





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# STOCKHOLM

The Swede Spot

*Tap or click on the chair name to jump on the website!*



An organically flowing mixture of clean lines, natural wood, luxe fabric and subtle accent lighting. The **STOCKHOLM** theater chair marries form and function in a sleek and sophisticated design that breathes Scandinavian simplicity. It may look like it belongs in a Bergman film but the **STOCKHOLM** offers contemporary comforts like synchronized movement, adjustable lighting and temperature.

## Generic Layouts and Dimensions





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# BOSTON

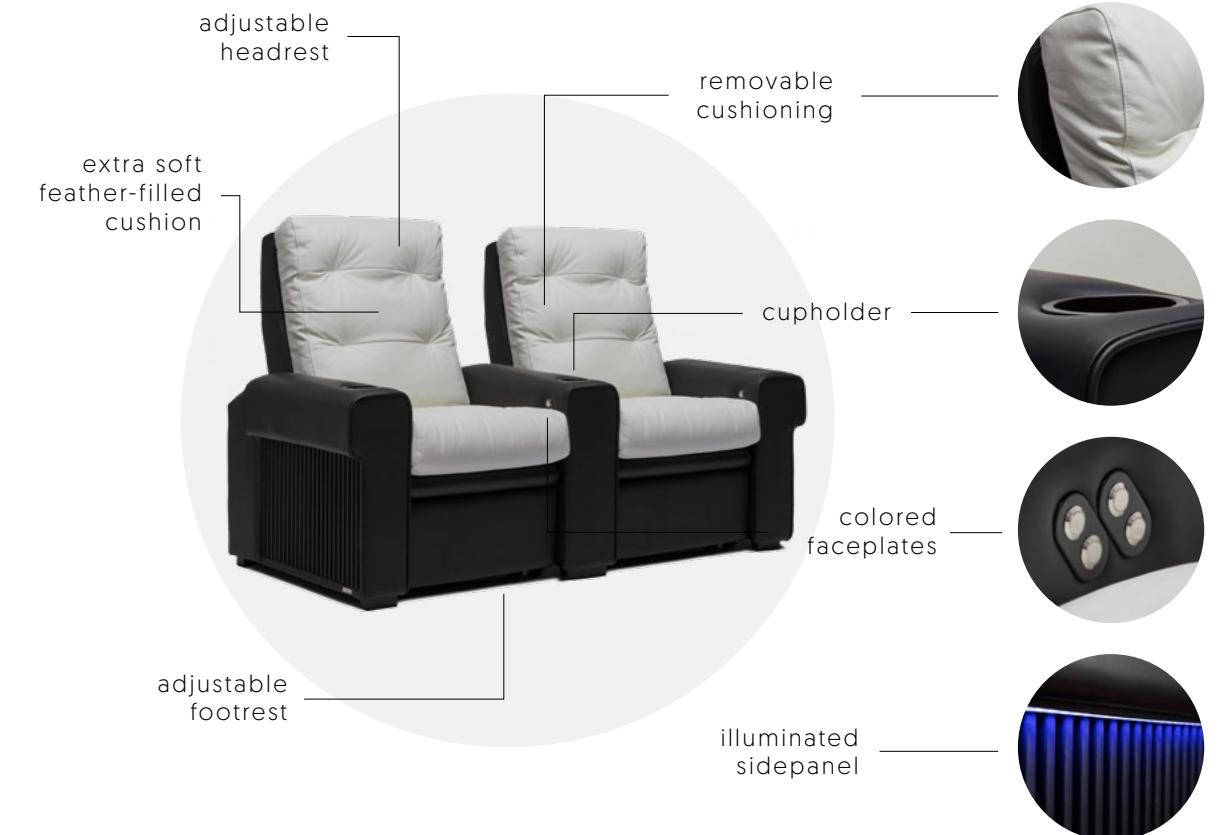
East Coast Cool

*Tap or click on the chair name to jump on the website!*



Take a seat in "The Hub of the Universe." That's Boston's hard-earned nickname and that is exactly what it feels like to settle into the graceful embrace of the **BOSTON** theater chair. The free-form cushion and adjustable seat draw you in and make you never want to leave. Comfortable and no-nonsense, it makes you feel right at home with optional engine controls for lights and action. A real masterclass in comfort and style.

## Generic Layouts and Dimensions





# THE STERFIELD





# CHESTERFIELD

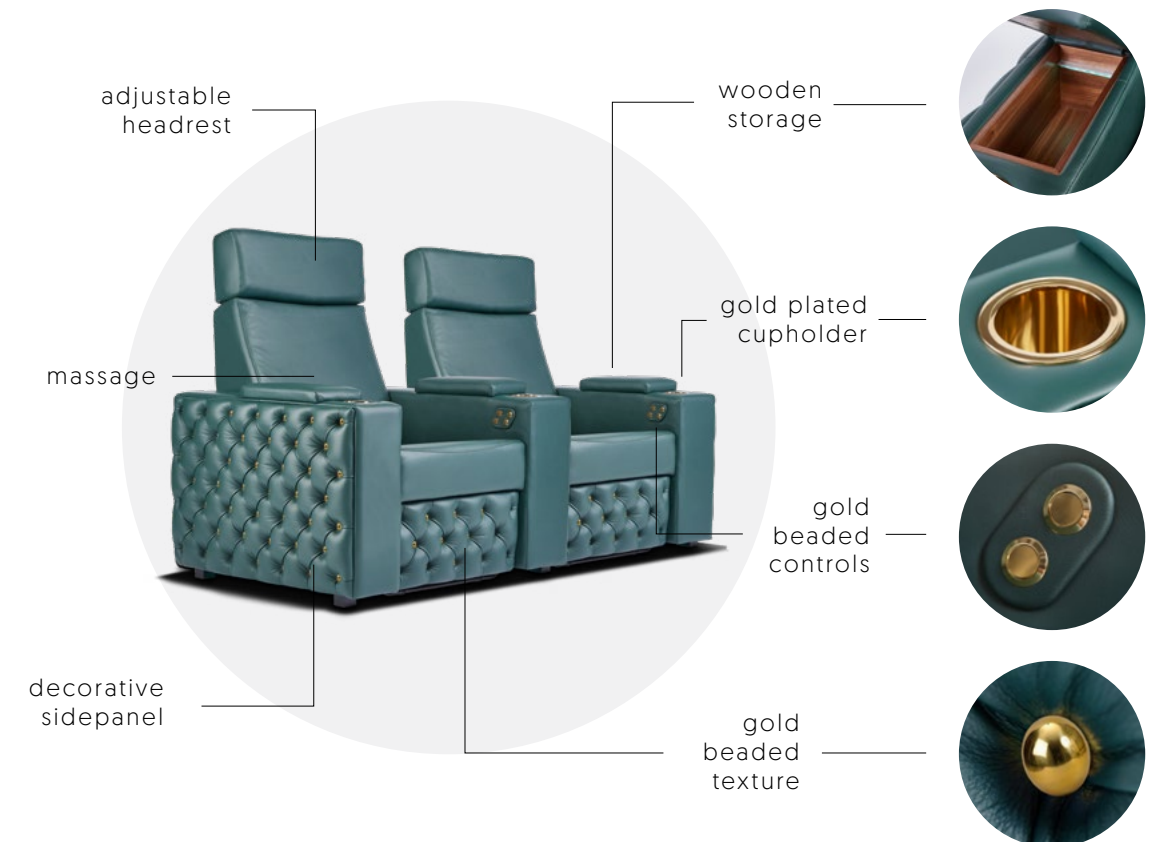
The Royal Treatment

*Tap or click on the chair name to jump on the website!*



Talk about upper crust. The **CHESTERFIELD** conveys all the class of a proper sitting room, while inviting you to snuggle up and settle in. Named after an earl and dubbed the “king of sofas,” the chesterfield style features plush, deep tufts and a rich tradition of English craftsmanship. It cuts a fine figure. The brilliant design comes with bespoke elements like extra storage, seat adjustability, a cupholder, even a footstool.

Generic Layouts and Dimensions





# BESPOKE

Custom Furniture

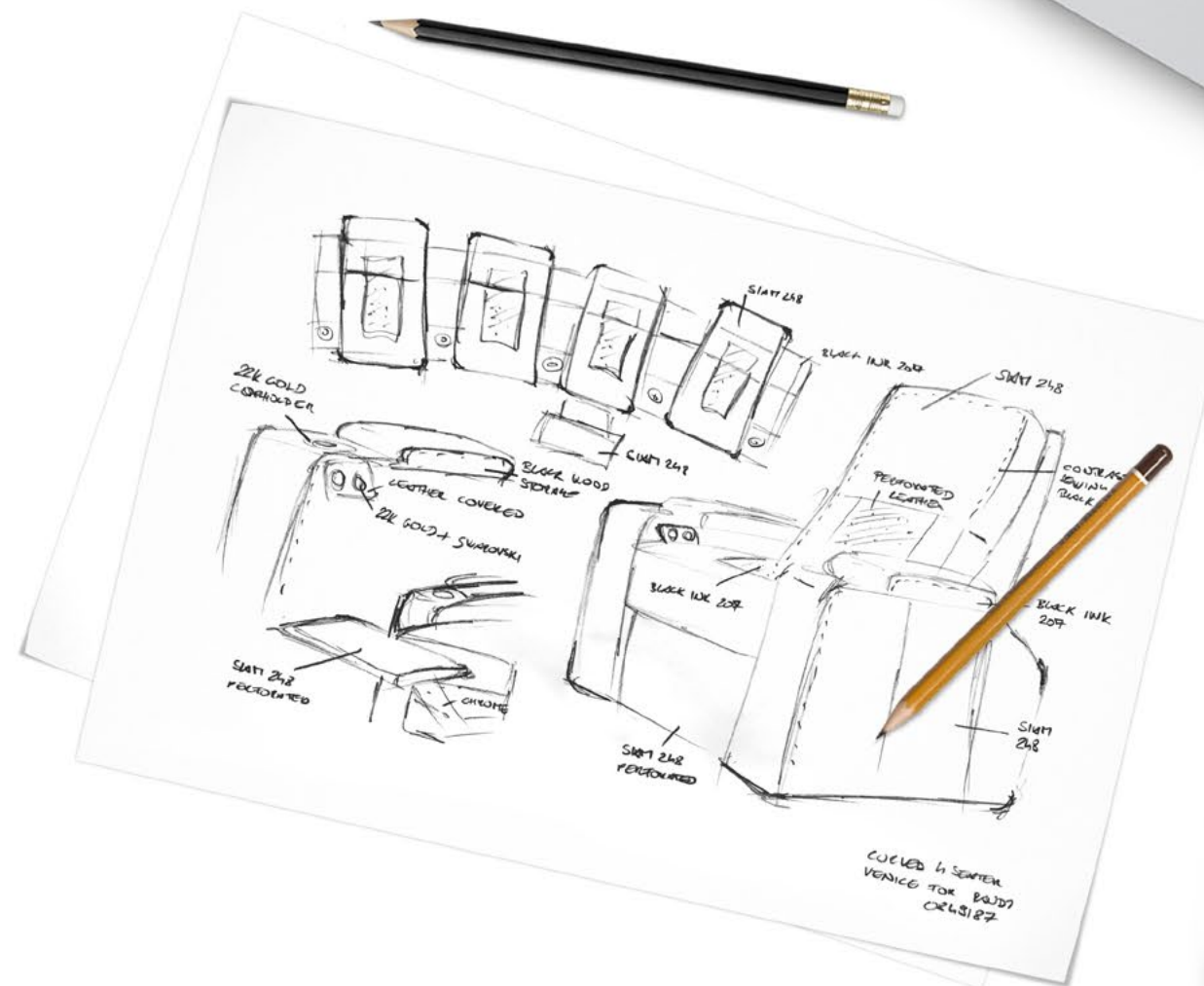
With our bespoke services, nothing is impossible. When we say bespoke, we not only mean that our clients can choose the armrest size, stitching color or type of leather they like best. What we mean is letting them create the exact viewing experience they're looking for, wherever or whatever that might be. Supersizing seats, experimenting with uncharted technologies or tailoring our furniture to the organic lines of a luxury yacht, we do whatever it takes to make it happen.

## How do we select the perfect materials and craft the ultimate in unique luxury?

Every single piece of our furniture is manufactured in our factory, marrying the latest technology with traditional craftsmanship. From conception to completion, our designers will work with you hand in hand to create the home cinema you've always dreamed of. We start with selecting the upholstery from hundreds of premium materials offered by leading European leather, velvet, alcantara and textile manufacturers, and the finest, most durable wood. We make sure that everything you need to make the best decision is at your fingertips: we will ship all upholstery and hardwood samples right to your doorstep, wherever you are.

No bespoke project is too small or too large for us. And there's no space we can't conquer: besides our regular models, we have tailored our furniture to the most specific requirements and unique demands. The planning process of bespoke seating always starts on paper and ends in your home theater, be it on a yacht or in your beach house. Once every detail is agreed on, a sample life-size seat is delivered to you so you can give it a test run. If everything is how you imagined it, we will manufacture what you've created. Our experts ensure that the furniture you choose is set up with the utmost care and provide all the support needed so everything goes according to plan, during installation and long after.


**Then there's only one thing left for you: sit back and enjoy the show!**





# YACHTS

Unique Furniture for Yachts



Our manufacturing process makes it possible to meet our client's exact needs. But sometimes you need even greater freedom than that. There are environments, like luxury yachts, which require a unique design approach with zero compromise on comfort and functionality. We are always happy to start from scratch. We begin the design process once we have a full understanding of the space as well as your expectations. Your feedback is at the heart of the process, from the initial design through the prototype, right up to the final product.



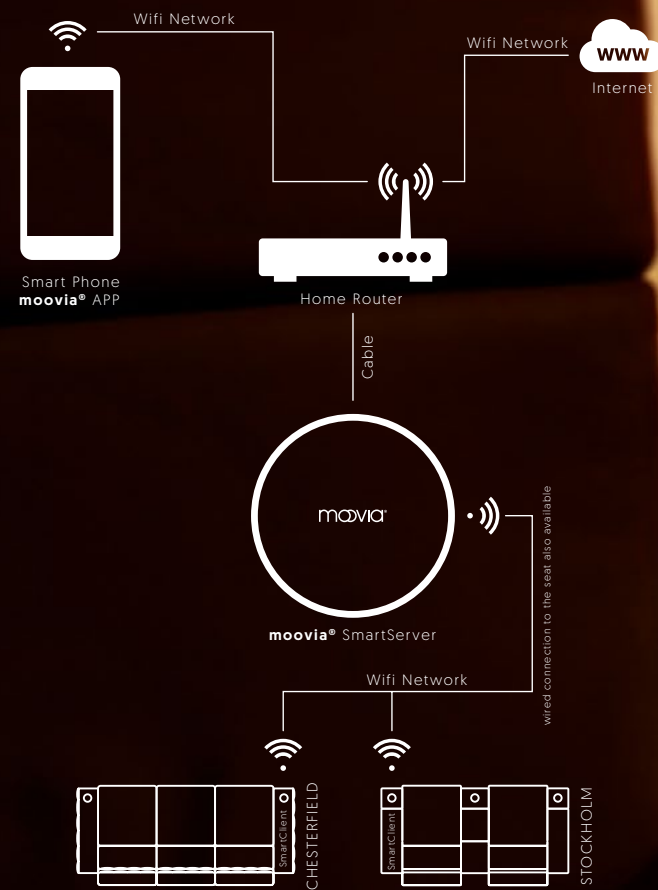
# SMART CONTROL

Smart Functions for The Maximum Comfort

**B**eauty is only skin deep. Download the moovia® SmartAPP to unlock the many comfort functions our seatings hide under the seams. Become the ultimate director of your home cinema: manage your chair or the entire media room on one simple, intuitive interface through your smart phone or the built-in touch panel. Set the foot, back and headrest engines into motion, fine-tune lights, find the right temperature, turn on the massage function and adjust lumbar support all in one place for an out-of-this-world viewing experience. Enabled through Wi-Fi or any other wireless network, it also works seamlessly with home automation systems such as RTI or Crestron. Available for iOS and Android.

## moovia® SmartClient / Control

Download the moovia® SmartAPP to unlock the many comfort functions our seatings hide under the seams. Become the ultimate director of your home cinema: manage your chair or the entire media room on one simple, intuitive interface through your smart phone or the built-in touch panel. Set the foot, back and headrest engines into motion, fine-tune lights, find the right temperature, turn on the massage function and adjust lumbar support all in one place for an out-of-this-world viewing experience.





# USB CHARGE BASE



**C**harge your phone or your game controller while you recharge. Take convenience up a notch with a USB port built right into your theater chair. As many you need and wherever you reach them for your convenienc

# QI WIRELESS CHARGER



**P**ower your phone at top speed, without tangling wires. Built into storage compartments or armrests, the world-leading ZENS technology guarantees much quicker charging times than conventional solutions, and is compatible with any device that uses the wireless Qi standard and allows fast charging.



# SEATING LAYOUT

Unlimited Possibilities



To find the best seating layout will no longer be a challenge because our seats are built up from sectional elements. Every chair can be combined in any way or number, from traditional cinema rows straight or curved to L and U shapes, with or without armrests. We have swapped screws for hinges so joining the chairs together is as easy as it comes. Where will your imagination take you?



# CHAISE LOUNGE

Go for the Extended Edition

They call it chaise longue, daybed or longchair but it always means to stretch out and go for the extended edition. The chaise seating option turns your home theater into a dreamy lounging spot for cosy movie nights. Of course even sitting king-sized the backrest is still fully reclinable. Available for the **VENICE**, **BERLIN**, **STOCKHOLM**, **CHESTERFIELD** and **BOSTON** models.





# ILLUMINATION

## Ambient Lightings

Let the seating light up the room. **moovia**® chairs come with ambient lights, in all the right places. And they are just as much about function as they are about beauty. Carefully built into cup holders, storage compartments, side panels and the bottom, they help you move with confidence even when the screen goes pitch-black.

Our LED lighting solutions are manufactured in Europe and neatly tailored to every product. Adjust the lights to your mood with a touch through a mobile screen or remote control. Choose them in elegant warm white or vibrant RGB.



cupholder light



sidepanel light



storage light



floor light





# SUPPORT

Services for Architects, Interior Designers and Installers



**moovia®** creations come with personal care and attention. Be it selection, customization or installation, our experts are here to help at every step of the way.

## SERVICES

- 2D and 3D drawings of the seating layout and configuration
- Inserting our furniture into home theater rooms' CAD drawings
- Static or mobile mock-up of the chosen furniture setup
- Technical support for preparing, installing and managing home theatre spaces
- Advice on media room seating arrangement from a **moovia®** expert
- Photorealistic rendering of the entire home theater space





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Control4®

**D-BOX**  
Feel it all

CEDIA™ MEMBER

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