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## Sim2 Selected As Exclusive Projectors For Mongrel House At The Toronto International Film Festival (TIFF) 2016.

**TORONTO. September 30<sup>th</sup>, 2016.** Evolution Home Entertainment Corp. has announced that **Sim2** was chosen as the exclusive projector supplier at TIFF 2016's hottest destination, Mongrel House.



Mongrel Media is Canada's leading film distributor. For the last two years, the company has become known for its conversion of the Campbell House Museum into "Mongrel House". Named as TIFF's "hot spot" for Hollywood and Canadian "A-listers" by **Fashion Magazine**, **blog.TO**, and **Post City Toronto**, Mongrel House enjoyed a steady stream of stars and celebs such as **Rachel McAdams**, **Sandra Oh**, **Kristen Stewart**, **Ellen Page**, **Adam Driver** and **Ethan Hawke** to name a few.

With five **Sim2** cinemas featuring 16 Mongrel Premieres, an arcade room, ping pong, three bars, a live music stage sponsored by Cineplex, a pub with live Celtic music performances, and a live karaoke band, Mongrel House was the ultimate house party for adults for seven nights running at TIFF 2016.



Amongst others, **Sim2** showed off its \$55,000 three chip DLP **Lumis Plus** on a 2.35 screen in a dedicated cinema room inside Mongrel House. Meanwhile, **Sim2's Nero 2** was featured in the largest bar tent outside, filling a **Screen Innovations Zero Edge Black Diamond 16:9 110"** screen provided courtesy of Toronto's **Update TV**. The combination of **Sim2's** colour saturation and dynamics with the **Screen Innovations** ambient light technology allowed cinema quality images despite light flooding in through a clear tent ceiling. On display in the live music tent's bright ambient light conditions was a **Sim2 Nero 3** LED DLP projector on a **Screen Innovations Zero Edge Black Diamond 100"** screen, courtesy of Toronto's **Brentview Electronics**.



Saxe Brickenden, Evolution's Director of Marketing commented, "It was great to put **Sim2's** stunning performance in front of pro film production and post-production Academy Award-winners, film aficionados, and potential clients for our dealer network. This reinforced **Sim2's** reputation as Hollywood's benchmark for stunning picture quality. We generated leads for dealers as far away as B.C."

**Evolution** Home Entertainment Corp. is an innovative national distribution company holding the Canadian distribution rights to **AudioControl, Blustream, Definitive Technology, Origin Acoustics, Raven, Savant, Sim2, and Stealth Acoustics**. To learn more about Evolution, please visit [www.evolutionhomecorp.com](http://www.evolutionhomecorp.com)

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