

New Web Site Features Hi-Tech Home Theatre Technology and Resource Information

MILFORD, MICHIGAN, April 15, 2005 – Michigan Home Theatre, a growing Oakland County technology company, announced today it has launched a new corporate web site www.MIHomeTheatre.com. The new web site is a resource for consumers looking for premium home theater equipment, system design and installation services, and technology information pertaining to the growing market for home theaters.

“Home theater systems are becoming a standard for many home owners,” said Bill Martin, President of Michigan Home Theatre. “A great home theater system adds so much enjoyment for home owners and their families for watching movies or T.V. in the comfort of their own homes.”

Home theater equipment such as HDTV, plasma, surround sound, and digital media make today’s home theater systems very attractive to homeowners. As consumers are drawn closer to “smart home” technology, home theaters are becoming more popular than ever. Understanding the technology behind these products is also a big need for homeowners as well.

“People often look for information to help them understand the technology and make good decisions before installing their home theaters,” said Martin. “The Michigan Home Theatre web site provides visitors with quality products and services, but also gives them access to information for researching and learning about home theaters and the associated technologies.”

The new Michigan Home Theatre web site, created by Hartland marketing firm Five Sparrows (www.fivesparrows.com), is part of an overall marketing partnership designed to introduce Michigan Home Theatre’s products and services to consumers. Site visitors can also expect new, useful information to be added regularly to the site.

Michigan Home Theatre also partners with homebuilders and architects to help plan the proper infrastructure for new home construction. Proper infrastructure planning can save homeowners thousands of dollars when investing in technologies such as whole-house audio, video, security, and automation, while also increasing the home’s value in the process.

About Michigan Home Theatre

Michigan Home Theatre provides state-of-the-art home theater products and installation including plasma, HDTV, complete sound systems, smart home capability, and many other solutions for your high-tech home. For more information call 248-361-9311 or visit our web site www.MIHomeTheatre.com.

About Five Sparrows

Five Sparrows specializes in web sites and marketing services for small businesses, as well as web hosting, complete search engine optimization, and content management systems. Five Sparrows also provides small business marketing consulting, graphic design, and traditional advertising and marketing collateral including brochures, newsletters, and data sheets. Five Sparrows is located in Hartland, Michigan. For more information, call 810-923-1874 or visit <http://www.fivesparrows.com>.

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