

Just a Note



From **INNOVATIONS** in Home Theater

August 2002

3rd Quarter

Newsletter

Vol. 3

I Want My HDTV!

The FCC recently voted 3-1 in favor to require TV manufacturers to include DTV tuners in all 36" and larger TVs by 7/2004...smaller TVs have until 2007. This vote represents the government's dissatisfaction with the whole DTV process. Several stations are broadcasting High-Definition locally (mostly prime-time) but hardware is a little scarce right now. HD-equipped DSS receivers and antenna/decoders are back-ordered due to the large demand. Most manufacturers should start to catch up starting September. If you have any questions, please call or come by our store.

Back to the Future

Please come see us at the 2002 Parade of Homes, beginning Aug. 31st thru Sept. 8th. It will be held in Roger's Ranch near Bitters and 1604. We will be featured in the Ron Kitchen Custom Homes model (Ron's partnered with Bridle Bit Corp this year). You may remember Ron's home last year in the Fall Parade of Homes. He builds a beautiful, quality home that represents the best in a custom home. Hours are: 8/31-9/2...10-6, 9/3-9/6...5-9pm and 9/7-9/8...10-6pm. You may purchase tickets at the gate, Home Depot or on-line at www.paradesite.com. We'll be featuring the new 16:9 HDTV ratio Marantz DLP projector with some other cool surprises.

What's New?

We have a lot of new items to report on at our store. KEF Speaker Company has introduced a newly restyled-reengineered line up. In a word...they're gorgeous! More importantly, they sound as good as they look. If you have never heard (or recently heard) KEF's Uni-Q tweeter technology, you need to come in for an audition. We've even changed our display in the store to include more KEF systems. We also have the new Marantz DV-8300 DVD player in stock and on display. This player plays almost any format available: DVD, DVD-Audio, SACD (2-channel and multi-channel), CD, CD-RW, MP-3, DVD-R and DVD-RW. It includes Progressive Scan, Bass Management and many more features. Price is \$1599, however...mention this newsletter and receive a \$150 discount thru 9/30/02. We are also remodeling our in-wall speaker room to include more Home Automation products. We will display a lot of exciting items to make your home more enjoyable. A lot of these items can be added even after construction due to digital technology. The following item is not new, but a lot of folks forget we also stock 80-100 of the top selling DVD titles. We regularly check our prices against the mass-merchants to remain competitive. You may

browse our DVD gallery without being bombarded with mosh-pit music blaring out of some small speakers overhead...unless you like that sort of thing. Last, but certainly not least, we have some new remote controls on display that make operating your system a lot easier. We can program them for you, or you can try it yourself with the set up disc that some of them include as part of the system.

Oli's Corner

I get a lot of questions from customers, friends and family about what makes a good speaker, TV and/or component. I explain that you shouldn't listen to speakers...you should listen to music. You shouldn't watch TV...you should feel like a casual observer in the scene and finally, you don't listen to your components...you enjoy them. In other words, tweeters made of unobtainium alloys, hook-up cables the size of garden-hoses and other marketing schemes don't necessarily make a good product. What it all boils down to is one word, "clarity"...how does each manufacturer make their product to be the closest thing to being there. We always pride ourselves in forming relationships with companies that uphold the simple concept of promoting clarity (of course we also look at build quality and support). Remember when someone coughs next to you in the theater and your startled back into reality? We strive to design systems where you get "lost" in the art. Come by our store if you're thinking to create a Media Room. We offer CAD services so you may see the room in a 3-dimensional view...before it's built!

Final Thought

The House Beautiful Show is going to be different this year. The show has partnered with the Greater San Antonio Builder's Assoc. to create a better event. Come see us at the AlamoDome ("AI" from Home Improvement will be there!) on Sept. 27, 28 and 29.

-Oli Gulyas-

INNOVATIONS



in Home Theater

16630 San Pedro Ave
San Antonio, TX 78232
210-490-8088