

# Just a Note



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## To 1080P, or not to 1080P:

That is the question. It's exciting how quickly the latest industry buzz word *1080P* (pronounced "ten-eighty P") has caught on with consumers. However, some consumers might not know what it really means. This term describes the native resolution of some new TVs. Simplified, it stands for 1,080 lines progressive, which translates to 1920 x 1080 resolution...or approx. 2 million pixels. In comparison, 720P (current industry HD standard) is approx. 1 million pixels or 1280 x 720 resolution. The confusion seems to be that if you buy a 720P TV, you are investing in a dinosaur and a TV which is half as good. Yes, 720P resolution is half the resolution of 1080P, but most people agree that 1080P increases perceived picture quality by only 10-15 percent (most of the benefit is contrast ratio). Here is the reason why; a SMPTE (Society of Motion Picture and Television Engineers) study reveals that resolution is number four in order of picture importance. First is *Contrast Ratio/Dynamic Range*, second is *Color Saturation/The Amount of Color* and third is *Colorimetry/Color Temperature or Grayscale*. In other words, don't make the resolution of your next TV purchase the first and only measurement of quality/desirability. Most people would never consider buying a digital camera based strictly on *megapixels*. Most will investigate the quality of the lens, processor, features, reliability, etc. Similarly, no one would agree you should buy cars based only on the number of cylinders. Many 4 and 6 cylinder cars will outperform poorly engineered V-8 ones. We are not even mentioning that there are no currently available 1080P sources to view. A poorly engineered 1080P TV will actually add artifacts to the picture during fast action video. They are not capable to perform the nearly 2 billion "bits" required per second. Broadcasters are showing no interest in converting their current HDTV broadcasts of 720P to 1080P. Our only immediate hope is second generation HD-DVD players and/or the competing format Blu-Ray disc players. Don't forget, the current DVD player you've been enjoying so much is only 480P! Yes some DVD players, just as some 1080P TVs, claim to up-convert resolutions to 1080i or 1080P and make everything look hi-definition. This is mostly a marketing ploy to play the "numbers game". Most processors cannot correctly interpolate low-rez sources to 1080i/P very well. If you have further questions or concerns, please come in and see our complete selection of 720P/1080P televisions.

## What's New at Innovations in Home Theater?

Our new salesperson, Gabriel Ramirez is here to serve you! He has extensive experience in performance oriented electronics and excels in customer service. Please don't hesitate to call him with any questions. There are several of the above mentioned 1080P televisions and some of the new InFocus, budget oriented DLP projectors on display. Incidentally, Marantz will have the jump on the competition by approx. 3 months by being the first to offer a true 1080P DLP front projector. It will include newly developed 1080P Chip and dual TI processors, used in parallel it will increase the current color output of 16.77 million colors to an astounding 68+ billion! You are probably wondering why Marantz is leading edge when it comes to front projectors, well don't forget, Marantz was the first company to put a TV audio input jack on a preamplifier...in 1953!

We also have on display ReQuest's new music server. It creates a *jukebox* of your CD collection (and/or music files for you computer types) a snap. In addition, we have on display

iPort's new docking station/interface so you can hook you iPod to your A/V system with ease and functionality.

## Many Items on Sale

Our *clearance corner* is over flowing with great deals on one-of-a-kinds, scratch-n-dents and close-outs. In addition, we are running a promotion on financing thru GE-CAF. Any purchase using GE-CAF receives 90-days no payment/no interest financing. Purchase \$3,500 or more, receive your choice of 6-months no payment/no interest or 9-months no interest financing. Please check with us on the details. This special ends Aug. 31, 2006. All Paradigm speakers are on sale! Mention this newsletter to find out your special pricing.

## New Technology Department

IP addressable items will be the wave of the future. More and more items can be plugged into your router and become part of your LAN (local area network). What this means to you is simpler plug-n-play products. Right now we can set up a wired or wireless network camera with tilt and zoom so you may be able to view your home from work or anywhere you have an internet connection. You can set this camera to e-mail you when it detects motion or even alert you by cell phone. This is a wonderful peace-of-mind product! Imagine being able to safe guard your family members, your home, etc. thru the internet (yes your site can be password protected). Other devices on the horizon are washers and dryers that could alert you when the machine has stopped. Other integration includes lighting control, HVAC, music servers, etc. Look at how much (and how quickly) digital cameras have changed our photo taking habits. We can preview pictures, e-mail pictures, store and access pictures quickly and a host of many other feature/benefits. The electronic home is already happening. In fact, our industry association is actively promoting our industry as the fourth trade...HT (Home Technology). You have your plumber, a/c, electrician and now your HT person. If you are building a new home or want to add it to your existing home, contact us right away so we may design your own personalized *Home Technology* package. We are your home technology experts and we believe that everyone not only deserves to enjoy living in their own home but also...**live in the future NOW!**

## Oli's Corner

Electronics is being wrongly reduced to a commodity by some stores. You read the spec's and throw it in the cart like a package of baloney. Buying black metal boxes with knobs and buttons doesn't bring happiness or change your lifestyle for the better. It's what they do that makes life more enjoyable. Putting in a CD or DVD, turning down the lights and becoming emotionally involved with the music or the movie's story line and perhaps sharing that experience with others is what I believe electronics should do. Check out our new logo below!

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