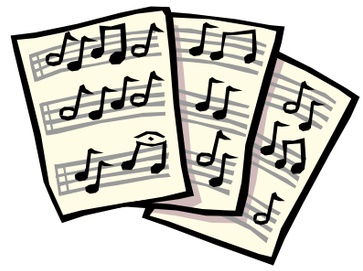
Just a Note



____ _*from* *INNOVATIONS* in Home Theater

Nov. 2004 Holiday Newsletter Vol. 5

HDTV Update

There has been a lot of confusion lately about the mandate originally set for 2006 (now 2007) which would require broadcasters to stop broadcasting in the VHF spectrum (channels 2-13) and broadcast digitally in the UHF spectrum instead. Many people are concerned that their TV's will be obsolete soon. While your TV tuner may be obsolete, your entire TV won't. You'll be able to purchase a set-top box to convert DTV back to NTSC signals which your TV will understand. These boxes are slated to be $150 to $300. Of course, in no way does this box make your standard TV HDTV; it just allows you to watch your programs again. You may however notice a gain in picture quality, mostly due to the signal's origination being broadcast digitally. We are basically in a transition period over the next several years. Remember, DTV does not necessarily mean HDTV. This always depends on the original source and how it is broadcast. Many sitcoms and alike were *taped* not *filmed* and cannot produce true HD. They will just be upconverted from standard-definition NTSC programming. However the good news is there are many programs broadcast right now in HD and many more are scheduled. Example: NCAA Men's basketball tournament, the NBA and NHL finals, Super Bowl, 2004 Olympics. In addition, most high profile primetime programming on your major networks are broadcasting in HD right now. Check with your cable TV provider whether your area can receive these signals and what hardware is required. DSS has HD content as well, but may require more hardware updates and is currently limited on local HD broadcasts.

What's New?

In our last newsletter we mentioned our new line of speakers we represent, Vienna Acoustics. Many of you came in with your favorite CD's and took a listen. Everyone came away with fascination and disbelief how good these speakers sound and look. Quite a few of you took our 10% off offer and are now enjoying these fantastic speakers in your home. I'm now going to increase the offer; I will extend the 10% discount till Dec. 31, 2004 and give you a compilation CD just for auditioning the speakers (whether you buy speakers or not)…this is starting to sound like an infomercial…sorry, but no triple tier dinner ring for the first 100 customers.

We also have the new Toshiba line of DLP (Digital Light Processing) TV's on display. In a word, they're stunning! Prices range from $2999 (46") to $3999 (62"). If you have not seen a DLP TV yet, you need to. The core technology was originally developed by Texas Instruments™, and is licensed to many manufacturers. The TV's are light weight, averaging around 65 lbs. and are shallow, 14-18 inches. They require very low maintenance and are <u>not</u> prone to the burn-in phenomenon.

New (sort of) to our regular line up of value oriented electronics is NAD (New Acoustic Dimensions…I bet you always wondered what NAD stood for). We carried this line of exceptional gear before and due to popular demand (yes, we actually read your suggestions) brought it back. NAD has well over a quarter of a century heritage for building affordable, easy to operate, good sounding audio equipment. Lenbrook Industries which bought the company a while back has really updated the selection and increased reliability. By the time this newsletter hits your mail box, we should have their goodies here just in time for the Holidays.

What's on Sale for the Holidays?

We still have some direct view (CRT) older model demo TVs clearance priced at ½ off! These units have been properly calibrated, have very low hours (we only use them roughly once per week), and they all come with their full factory warranties! Need a TV for a spare bedroom?

Our clearance corner usually gets updated once a week. Most items are 30% to 70% off. We also have a new batch of Harmony universal remotes in stock. These remotes are almost programmed for you! You'll need an internet connection and USB port to log onto the website. From there, the *help wizard* asks you some basic questions about your system and then it downloads the appropriate codes directly to your remote. The remote even has a *help* button…when is the last time you ever saw this on a remote. This remote is so user friendly, we don't even call it a remote anymore, we call it the "system interface"; starting at $199, they are a bargain. To find out more, please go online where you will find an emulator (www.logitech.com/harmony). We have many more Holiday ideas that we don't have the space to print, please come in!

Bush vs. Kerry

My apologies to use the above header to acquire your attention, but I wanted to make sure if no other item peaks your reading interest, this might. It's a unanimous vote…our loyal customers are the best! Although in our 9th. Year of fun, we are celebrating our 4th year at this location on Nov. 17th. There is no way we could achieve all our milestones without your patronage. While we have the privilege to be in an industry that is both exciting and entertaining, we strive never to forget the seriousness of customer satisfaction. We've had few bumps and bruises on our long journey but we learn and implement along the way. Please feel free to drop an e-mail or letter if you ever have any comments, suggestions or concerns.

Final Thoughts

It was a pleasure to see many of you at the Parade of Homes in the Dominion. That show and the Builder's EXPO at the AlamoDome were highly successful.

Many of you may be aware that Tom Berg, one our salespeople went back to College. We will miss him and wish him well at T.C.U. On a more upbeat note, we are privileged to welcome aboard Doug Campbell as our senior project coordinator. Some of you may know him already, he has over 11 years experience in this industry. Don't hesitate to call Doug with any sales or installation questions. We also welcome back one of our installation technicians, Miles Montesi. He has over 6-years experience in our custom installation department. While we're on this subject, I would like to acknowledge the countless hours and dedication of our project manager Chris Hosner. He has been here since day one and we owe him tremendous gratitude for all his hard work and dedication.

-Oli Gulyas-
oli@satheater.com

INNOVATIONS
in Home Theater
16630 San Pedro Ave San Antonio, TX 78232 (210) 490-8088