

# Just a Note



from **INNOVATIONS in Home Theater**

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Holiday Newsletter

Vol. 6

## HDTV Update

It is exciting to see more and more HD channels coming on line since my last newsletter. DirecTV® is already starting to broadcast local HD programming in select markets. You may have to update your receiver and/or satellite box in the future. Time-Warner® is going all digital. More and more TVs are including a card slot as an alternative to a cable box (limits some 2-way functions like pay-per-view). I believe we will see a lot more news as the Holidays approach and shortly after the C.E.S. show in January at Las Vegas. If questions should arise regarding your system and whether you need to upgrade anything to take advantage of any emerging technologies, please feel free to call or come by. Don't forget, local HDTV programming is free once you add a small antenna and a decoder. Our project manager can perform an on-site survey whether this is feasible.

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

Wow! I don't know where to begin. We have made many exciting and interesting changes. One of our most important is being able to offer **90-day no payment/no interest** through GECAF on any initial purchase of \$500 or more. You will receive an Innovations in Home Theater credit card which you can use over and over for any dollar amount up to your available credit line. The application is very simple and quick (2-3 minutes to fill out, 20-45 seconds for an answer). In less than 5-minutes, you may be approved for up to \$15,000!...possibly more with a quick phone call to GECAF. Please call or come by for full details of GECAF's financing program. We also offer other more flexible programs from GECAF for larger purchases. This frees up your cash and/or major credit cards for other planned purchases.

We have also made a few product line changes. We resigned the Martin Logan line of electrostatic speakers and replaced it with Magneplan's Magneplaner speakers. These speakers are a terrific value and sound great...did I mention they are only 1.5 inch thick? We also have taken on a great line of British electronics called ARCAM. Please come by to audition these new items. Vienna Acoustics is shipping all their newly updated speakers in the classic line. I still offer a free demo CD to anyone auditioning these speakers for the first time.

## Many Items on Sale for the Holidays!

If you need a TV for a spare bedroom, we still have some direct view (CRT) demo TVs clearance priced at ½ off or more! These units have been properly calibrated, have very low hours (we only use them once per week to watch church services...O.K. that was a little corny), and most include full factory warranties. In addition, we also have several traditional big screen TVs on clearance.

- Don't forget our clearance corner. It usually gets updated once a week. Typical savings are 30-70%!
- All paradigm speakers 10% off reg. price thru 12/30/05 with mention of this newsletter.

We are also offering *no interest financing until January 2007* on any purchase of \$5000 or more (minimum monthly payments required/with approved credit) from 11/25/05 through 12/18/05; The first three 50" or larger plasma TVs we sell, we'll include a free Furman ACE-215 surge protector/line conditioner valued at \$249.

All in stock Parasound audio products on close-out, savings up to 25% until they're all gone. A perfect stocking stuffer is the new Harmony-880 color LCD remote with rechargeable battery. Regularly priced at \$249, now \$229 through 12/30/05 when you mention this newsletter. This remote can be easily programmed by anyone through Harmony's web-site since they have most IR codes for many brands of equipment.

## New Technology Department

By now, most of you have probably heard buzz about the approaching high definition DVD players coming out soon. Unfortunately, there will probably be two choices (remember the VHS/Beta wars?). We should see one of the competitors introduce one very soon. Since the technology is very competitive, both camps are being extremely secretive on exact release dates. I'm sure ultimately, manufacturers will have combo players which will play both HD-DVD and Blu-ray discs. Some people are holding off buying a new player. This may be prudent if you were going to spend a considerable amount. Delaying your purchase is a similar situation as to whether or not to buy a new computer or wait until next year when the next widget or OS will be replaced. I encourage people to call or come in to individually discuss their particular situation. FYI, both competitors' units are supposed to be backward compatible and play regular DVDs.

Plasma TVs, although not new, are worth mentioning since their prices have come down considerably since same time last year. The quality has increased as well on major manufacturers. Select Pioneer models even include a defeatable *orbiter* to reduce the chance of *burn-in*. I still discourage anyone buying the generic units at some mega-box stores with such brand names as Kraiser, Jay-VC, Sunyo, Sonee, etc. These are *typically* mass produced inferior video displays. On this one occasion, I encourage name brands like Panasonic, Pioneer, Fujitsu, etc. In addition, I do not recommend buying a major purchase like this over the internet. When in doubt, check with the manufacturer's web-site whether the dealer is authorized to sell on the internet. I've personally heard many unpleasant stories regarding premium goods purchased over the internet. We will always try to be competitive with pricing, so please come in and see our availability of thin-panel TVs.

## Final Thoughts

It was a pleasure to see many of you at the Parade of Homes in Anaqua Springs. That show and the Builder's EXPO at the dome were highly successful. In case you missed the Builders Showcase EXPO, we designed/installed the home theater which included stadium style seating and a 122" screen.

Mark your calendars for February 24-26<sup>th</sup> for our next show, the Home & Garden Show in the AlamoDome.

I thank all our customers and all our employees for contributing to another successful year! Our goal is to always exceed your expectations in service and product selection.

-Oli Gulyas-  
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**INNOVATIONS**  
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