

"As usual this newsletter is based on topics that are tied closely with products that I've been using or experimenting with at home. It still qualifies as work... Really! Hopefully you might find the information here valuable."

Dallas

"World's Best" TV

I can still remember first seeing an early Sony "Trinitron" television. Wow! The picture was noticeably more colorful and brighter than any I had seen. This was in the early 1970's. Sony eventually won an Emmy for this breakthrough tube design. The "Worlds Best" designation would continue in subsequent Trinitron designs like the XBR and Profeel series. Sony continues to lead the pack in picture quality, even in the face of much improved competition .

OK, so what does a world leader introduce for the new millennium? The latest reference display line from Sony is called "Qualia". I am not sure about the origin or the definition of the name, but the results are fabulous.

Because distribution is limited, you won't find them at Best Buy. Luckily for us, Sony has qualified us to handle the complete Qualia line. Yeah!!

Over the last few months we have installed several of the new Qualia 006

70" HD rear projectors. This was a deja vu from my first exposure to Sony over 30 years ago. The 006 is easily the best rear projection display we have EVER installed. It provides more resolution and brightness than any of the competition. Highly recommended!

Of course, there are more Qualia products available. One of the highlights is the 004 HD (Better described as "HD to the Max!") front projector. Believe it or not it is actually better than the 006! We cannot recommend this product unless you have room for 150" screen. OK, we actually use a slightly smaller screen in our showroom, but this set really needs a giant image to show off it's potential. It is really more of an "experience" than a product. Call for more information on the rest of the line (like the soon to be available 46" LCD flat panel) or to make an appointment.

Sony has once again set the bar a notch higher than the rest. I am delighted to have such prestigious products available at Supercalibrations.

Getting More from your Music Collection

One of the driving forces of our business is the love of music. Listening to your favorite tunes smooths out rough days and makes good days even

better. Our job is to enhance the time spent with your music collection.

The performance of the audio system is crucial to your emotional connection with the artist. As anyone who has listened to the clock radio in a typical hotel room knows, the music is there, but it lacks almost any emotional stimulation. It doesn't get your toes tapping or air guitar wailing.

In order to improve the sound (and emotional response) in larger homes I recommend using a few more high performance loudspeakers per square foot than typical. Additional speakers provide an even sound level throughout a room. As a result, no one is straining to hear at the bar, while the billiard players are overwhelmed. Everyone in the area gets the same high quality results.

Details and nuance of the music are more easily discerned when your ears are closer to the speakers. Details and nuance are what "HIFI" is all about.

A recent project comes to mind: In an approximately 30' by 20' recreation room, where 3 pair of speakers were integrated. A pair of smaller bookshelf models on either side of the fireplace with two sets of ceiling speakers over the pool table and the bar. As an "icing on the cake" attempt at higher fidelity we used thicker (12gauge) speaker wire

with each connection "treated" with a contact cleaner/enhancer that I have used over the years. I have personally found in my own system these wire and treatment "enhancements" make a small, but noticeable improvement. Adding a more powerful amplifier (NAD) didn't hurt either.

While first listening to the new "Sirius" satellite music service on the recreation room system I found myself experimenting with different types of music. Typically I lean to towards Jazz, which sounded very nice with smooth highs and deep bass considering the smaller (8") woofers used.

The sound seemed nicely balanced throughout the room. The installation even looked nice without any "in your face" audio components to spoil the intentions of the interior design team.

After some surfing I came across a channel called "Octane" which, to put it mildly, leans towards very Hard Rock. I'm not sure of the song, but the group was called "Skindred" playing an interesting (??) mix of reggae and "head banging" rock. This brought lead installer and rock fan, Dan Gossel, out of the equipment area for a listen. He requested an increase in volume level. OK, I can still rock, so I cranked it up a bit. Surprisingly I found myself enjoying the somewhat "jarring"

musical experience, although the emotive response tended more towards hormone production than a form of attitude adjustment. It turns out, even heavier genres of music can be appreciated when you put some extra effort into the design and setup of an audio system. It may seem surprising, but I have come to understand what head banging is all about, at least for short periods, anyway.

If you like music, whatever genre, I am sure you will like what our staff can do; taking your favorite music to new sonic levels. Rock on!

Your home – live on the internet

I am sure everyone has had the desire to see what has been going on while away from their homes or businesses, perhaps to see who rang the doorbell or pulled in the driveway. Well lately we have been installing equipment to accomplish just that. Combining several cameras mounted in well chosen locations with a Digital Video Recorder (like a Tivo for cameras) these versatile products begin recording for a specified period when motion is detected. On playback, what you see at the front door cam would be the comings and goings of the Post Office, UPS and FedEx guys. The driveway cam would give a quick review of all the vehicular traffic. Things could become interesting - especially

if you have teenage children. Or even better it just might be a strong deterrent to undesirable activities. I'm sure glad the technology wasn't available when I was in high school!!

By storing hours of video, many weeks of activities can be archived for access later. Record it on a video tape or DVD for a permanent record. What's really cool is that you can access these live or recorded camera activities from the internet!! Monitoring the progress of the new pool deck construction while on vacation to Australia would be as simple as checking email. It really is up to your imagination.

Our office system recently caught staff members stopping by late on a Saturday to catch a movie in our theater showroom. Of course they are welcome to do so, but it's still pretty funny to watch. Call for an appointment or just stop by to see how these systems work. Just don't tell your teenagers!

Hey, occasionally, we have some products that we have either used here at our showroom or at home that we would be willing to offer a substantial discount on, but would still provide manufacturer warranty. Let us know if you're interested.

I hope this gives everyone some insight into the current home electronic trends. We actually find it to be great fun. We hope this shows in our work. We also know that most of our business comes from referrals. We would like to thank everyone for their continued support.

I will (as usual) be available as much as possible. So if you have any questions, feel free to call anytime. I can easily be reached on my mobile phone. My number is 612-868-6129.

We have found that many problems are usually resolved quickly and easily over the phone.

One last thing; if you do give us a referral that generates new business, we have developed a new program to provide a few perks to your own home entertainment system. They make a nice reward for giving us a recommendation.

I'm always available for further discussion and thanks again for all of your business!

Dallas

Open House

We wish to thank everyone who attended our Open House event.

For those who missed the event, it's best to make an appointment, but if you are in the area feel free to stop in (Mon - Fri 9am - 5pm)

It is a great chance to catch up and keep up with ever improving products in our industry.

Our friendly staff will be there to answer any questions or just chat about your Home Theater dreams.

If you'd like to receive this newsletter via email please go to www.supercalibrations.com and click on the "Newsletter" link. Scroll to the bottom of the page and enter your email address.

Contact Information

Office Phone
651.777.5444

Office Fax
651.773.9393

Dallas Dingle - C.E.O. , Sales
612.868.6129 - mobile

Mike Dooley - Managing Director
612.961.4774 - mobile

Nate DeChene - Senior Project Manager
651.775.6441 - mobile

Scott Ingvaldson - Senior Project Manager
612.801.6664 - mobile

Installers Wanted

*****We are looking to add experienced Installers to our growing company. Feel free to give us a call if you know someone who may be interested.*****



"Our job is to enhance the time spent with your music & movies" - Dallas