

"Welcome to Volume 6 of our newsletter. Hopefully you'll gain some insight into our fun and exciting industry. Thank you for your support."

OH! OH!

I have a two seat convertible that I really enjoy. Life is definitely better with the top down! I like to fix and adjust the basic stuff myself, but on occasion, when making a big modification or repair, I take it to a local shop that specializes in sports cars. Not the least expensive place in town, but I am confident that when the process is complete, the results are to the highest level of performance the car can offer. As many of you know, this is not always the case in the automotive service business!

As an example, replacing the springs, shocks and sway bars with higher performance versions and then realigning all four wheels is not an easy task. Plenty of room for error. I must say the little car now handles significantly better. My Mazda is now more like a Porsche!

The shop's owner is a graying gentleman who always seems to be on site, while maintaining a contagious enthusiasm for all things automotive. He actually spent quite a bit of time discussing tires with me and he does not even handle any!

At this point in his career he has been through most any repair or procedure hundreds of times. Very easy to trust! Although the rest of his team are young enthusiasts, they seem to love what they do and are really concerned with the final performance of the car.

So how do we at Supercalibrations compare to this excellent automotive service company? I wonder who represents the graying gentleman at our custom home electronics company? OH! OH! I guess I better take another look in the mirror. I still feel young, but having recently

attended my 35th High School Reunion, it is pretty hard to deny the passage of time... Yes! I have been consulting and installing in our industry for over 30 years.

Home electronics and sports cars have a similar heritage of complex installation and repair procedures, and both areas require experience and enthusiasm to be successful.

The decisions we make for our clients are based on hundreds, if not thousands, of previous projects, both commercial and residential.

Our younger staff like Nate and Scott have been with us for over 10 years and now have a vested interest in our company. They love the business as much as I do. We also have tremendous confidence in our techs Justin, Dan, Paul and Nick. They will go the extra mile to make everything just right!

Hopefully this has given you some insight into our history and capabilities. Whether you need help with a small addition to your home entertainment system or a complete dedicated home theater, we are always glad to help in anyway we can. We can't help ourselves!

HIGH-DEF PROGRAMMING IS GETTING A LOT BETTER!

Over the last couple of years there has been a huge increase in the quantity and quality of HDTV programming. As little as five years ago there were just a few widely spaced prime time programs along with a couple of big sporting events like the Super Bowl in HD. Now almost all of the network primetime has been upgraded. A good example is Fox's "24". This thriller takes on a new drama and excitement with the increased resolution.

"Copy that Chloe!" Yes, I admit it: I never miss an episode :)

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In addition, the NFL now broadcasts almost all of their games in either 720p or 1080i, the two HDTV formats approved for broadcast. I can honestly say watching the game at home is actually "better than being at the stadium."

A few weekends ago, I sat down to catch a quick glimpse of the Masters Golf Tournament. Talk about addicting! Several hours quickly past by as Phil Michelson went on to win his second green jacket. Wow! In my opinion this was the best HDTV program ever broadcast. I recorded a sample of this gorgeous event if anyone cares to get a taste of televised golf as it should be. Give me a call and I will arrange a demo.

I've noticed that an inevitable part of the aging process is the urge to hit the hay at a much earlier hour than in my younger years. As a consequence of this "retiring" behavior, I was missing Letterman and Leno....Well, maybe just catching a few minutes as I drifted off to sleep.

Now, I am able to "time shift" both programs with the afore mentioned DVR (Tivo). On the following evening, say around 6:30 PM, I can sit down and fast forward through either show from the previous night to see if there is anything worth viewing. Very cool! What really stands out are the musical guests. The combination of Dolby Digital sound and High Definition picture can really put you "in the audience."

These may be the best sounding programming on television!

So what I am saying, is that if you are spending any time watching television with low resolution, standard broadcast audio and video, and God forbid, you actually cannot fast forward or rewind your programming, give us a call!!

We can make your viewing experience a whole lot better.

If you would like to experience this coolness, call for an appointment. You will not be disappointed.

Whiter Than White

Have you ever wondered why TV's on display at your local retailer look so dramatically different from each other? Which one is actually better?? The manufacturers know that you are going to probably base your buying decision with the short evaluation on a brightly lit sales floor. As a result, many brands skew their color balance to emphasize blue. Why blue?? Because it will make the set look better in a bright room. Similar to the bluing agent used in some detergents, it makes images look whiter than white. This helps make the set "jump out at you" from the massive line up at the store.

Of course, the downside is that the parts of the image that are supposed to look red or green, now have a distinct shift to blue. Whatever color gamut the film or television production crew wanted you to see is rarely discernable with these fresh "out of the box" products.

I would not recommend making an expensive decision under these circumstances! It is comparable to taking a test drive with nearly flat tires.

What to do about it? Well about 11 years ago, I attended a seminar by industry guru Joe Kane. This "Imaging Sciences Foundation" or ISF event promoted the concept of setting standards for consumer products that would match the benchmark designated by TV stations and film production companies.

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Actually Joe Kane chaired this "display standards" committee for the Society of Motion Picture and Television Engineers (SMPTE).

The "calibration" process requires some rather pricey test equipment (\$5800) and familiarity with "secret" button combinations, allowing access to the underlying "service menus" of all modern sets.

Note to self: You have to be careful once in the "service mode" as it is possible to accidentally initiate a "factory reset"!

As you might imagine, this makes things much, much worse..... OK, It happened to me! Best described as a "baptism by fire" I had to realign almost every parameter in the lengthy menu. After several hours the set looked beautiful and the customer was very pleased. Whew!!

At any rate, a sensor (color analyzer) attached to the front of the set combined with a series of a test patterns allows us to adjust the "white balance" to the proper levels of red, green and blue. The blue control usually requires the biggest correction!!

Ahh!! now things are looking a lot more colorful! More and varied subtleties of color are visible. This is what you paid for! I would say the more you spend on a TV, the more valuable an "ISF Calibration" becomes.

In order to maintain the high degree of familiarity required, we calibrate only sets we sell. It adds \$300 and up to the price. Hey, how about a "Newsletter" special! Mention this article and we will include calibration with the purchase of any 32" or larger HDTV. Satisfaction guaranteed!!!

New Products, Specials and Closeouts

Hi-Definition comes to DVD with the new Sony Blu-Ray DVD player (BDPS1) available in July. We'll have one on display. Combined with our Sony "Ruby" projector, this is as close to film as we've seen!

We just took delivery of the NAD Master Series Components. This is the best NAD equipment ever made - and that says a lot. It's set up in our demo room if you would like to be blown away!

PSB has upgraded an already outstanding Alpha and Image series. Starting at \$100 each, these bookshelf and floor standing speakers are the latest creation from world-class engineer Paul Barton.

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

- ATC Subwoofer. \$3995 retail, sale price \$1000. Great deal from one of the best loudspeaker lines in the world.
- State of the art Sony DVP-NS999ES DVD Player. Last year's top of the line model for \$500!
- Boston Acoustics CR67s. (in white). Aesthetically pleasing bookshelf speakers for \$179 pair (reg. \$249). Sound great.
- One pair of PSB M2 - Demo room special - \$1500 pair (normally \$2000). No better value in bookshelf loudspeakers today.
- NAD T763 - 7 channel A/V Reciver \$800 (regularly \$1400). From Dallas' personal collection - it better be good!

Have a Great Summer!

From everyone at Supercalibrations

Enjoy our beautiful summer. Whether it be boating, fishing, golfing or watching hi-def, keep it safe and enjoyable for everyone!

I hope this gives everyone some insight into the current home electronic trends. We actually find it to be great fun. We hope it 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. We promise to stay committed to being the best in the business.

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 your business!

Contact Information

Office Phone
651.777.5444

Office Fax
651.773.9393

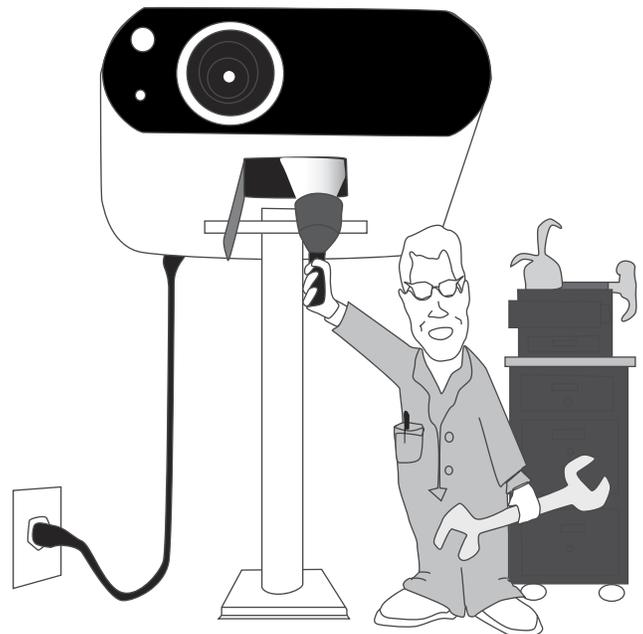
Dallas Dingle - C.E.O. , Sales
612.868.6129 - mobile

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

George Ramsay - System Designer
651.775.2493 - mobile



Dallas wants to turn your TV into a Porsche!