

"Welcome to the Fall issue of Volume 10 of our newsletter. Into the Autumn season of chillier days and inside delights; The season of Sports and the Holidays. As ever, new technologies can brighten our lives! In that spirit, we're offering some of our insights into a fun and exciting industry. Thank you for your interest."

All Things Google

I confess, I am a big fan of all things Google. Everyday use of Gmail, Google Maps, Google Calendar, Picasa and of course, the famous Google search engine allows me to be a lot more organized. Believe me, any increase in organization is HUGE for me! So when Google began offering invitations to Google "Voice" I did not hesitate.

Voice is Google's initial foray into the telecommunications industry. This innovative product does not actually provide a phone line. The first stage when applying for this FREE service is choosing a phone number. Any area code in the USA is available. I chose one from a local Minnesota exchange: 612.208.6519. Feel free to give it a try!

All calls to your new Voice number can be routed to 6 different numbers of your choice. Obvious forwarding options would be your home, office and mobile numbers. If no one picks up on any of the numbers, calls are automatically routed to voicemail.

What's really cool about Google's voicemail is transcription of voice to email or text. As soon as a voice message is complete, it is converted to "text", then sent to both your mobile number and email address. Voicemail can also be read or heard on your personal "Google Voice" page online.

I have always found it disappointing to find solicitations while checking voicemail.

With Voice I see instantly on my phone who the call was from and the message they left. A great time saver! One caveat: the conversion process tends to make a few mistakes during translation. However, I always get the "gist" of all my messages. Recording an important call is also very easy; simply push "4" on your keypad during any conversation.

Voice can provide multiple voicemail greetings. For example, your mother might get "I'll call you right back" while unknown numbers get a simple, "Please leave a message at the tone". Call Screening is also available. You can listen while the service asks, "Who's calling?" and either accept or send the caller directly to voicemail.

As an icing on the cake to this great product, all phone calls anywhere in the USA or Canada are free! Not as easy as using your existing phone line for long distance, but free is generally for me! I just noted that Google is now offering a majority of the service for an existing line. No new number required.

Either way, I believe "Voice" is going to change the face of personal telecommunications as we know it!
www.google/voice

Save Money & Energy With Lutron

Remember fixtures with pull chains for turning lights on and off? They dominated "lighting control" for many years until wall switches were introduced. For some time after their debut, people would ask, "Why would I want the switch on the wall when the light is in the middle of the room?" :)

It seems everyone finally got used to the now ubiquitous wall switch.

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Around 1960 electronic dimmers were introduced. Dimmers are obviously an easy way to control the amount of light in a room, but a less familiar attribute is: dimming saves energy. Lower the light level by 25 percent and your electricity use (and bill) diminishes by 20 percent. If that were not enough, dimming by 25 percent also increases bulb life by 4 times. Wow! I want to dim all my lights!

Currently, there are great ways to automate lighting control, and in particular, dimming. An industry leader and innovator is Lutron. Their RadioRa2 can control up to 200 dimmers. This computer based system is aware of each day's sunrise and sunset time, and can automatically adjust lights slowly up or down as natural light changes. With the lights almost always dimmed and rarely left on, electricity bills and energy consumption are reduced.

How about after sunset the bathroom and hall lights are set to 10 percent, eliminating stubbed toes or tripping on misplaced toys as you head to the kitchen for a midnight snack? Or a preprogrammed "scene" of lights ramping on when the garage door opener is activated? Safely enter a well-lit home.

Security systems can even signal RadioRa2 to "flash all lights" repeatedly, indicating the alarm has been set off. The police will know exactly where the problem is located.

RadioRa2 is the latest generation from Lutron. Improved performance and reduced pricing make it an exceptional value. Easily "retrofitted" into existing homes, it might be fun to try RadioRa2 in a small area of your home. Lutron products allow for easy future expansion!
Give us a call for a free estimate!

Wireless Subwoofers

I have been in the "installation" business for many decades. A good portion of installation time is spent getting wires from an equipment cabinet to multiple speaker locations. This process can become especially challenging when retrofitting an existing home. Our technicians have become quite accomplished at removing molding or pulling up carpeting to conceal cables, while maintaining a beautifully finished environment.

I was delighted to hear that Boston Acoustics, one of our favorite suppliers, would be introducing "wireless" subwoofers in several price categories. I have never been very impressed with "wireless" audio equipment in the past, but Boston Acoustics is very picky about sound. Their wireless subs sound great!

Subwoofers have never been a favorite among home decorators; making sure the subs do not "disrupt" the interior design is quite a bit easier without wires. Placement options are up to your imagination. Proximity to an electrical outlet is the only requirement.

Discretely placing a wireless subwoofer under an end table, for example, improves the sound, while remaining virtually invisible. In addition, it is much easier to improve the "bass" of any existing system. Add some real "foundation" to the family room stereo. You can never have enough bottom end ;)

Boston Acoustics also has a cool package designed to improve audio on any television. The TVee2 includes a speaker bar and a wireless subwoofer. The speaker bar is placed under or near the television. Set up is quick and easy. I found the wireless sub even fits nicely under a bed. Totally out of view! Prices start at \$399

You Need a Bigger TV!

I just installed a new Sony VPL-VW85 front projector at home. One of the perks of participating in the home electronics business is trying out cool new stuff!

Rob McDonough, Sony's lead technician, demonstrated the VW85 for us at a recent trade show. I know Rob pretty well and he is not known for dreaming up capricious praise for Sony's line-up. Technicians, I have learned, are less likely to "embellish" a new model's capabilities. They know where the performance originates.

So I was surprised to hear Rob exclaim that he felt the VW85 was the best home Sony projector he had ever seen!

Rob has been involved in the design of several world-class Sony projectors. Several priced at \$30,000 and above. Since the VW85 retails for under \$8,000, his praise for this new design meant it was something special.

After a quick set up on my 110" (54" by 96") Stewart Screen, I sat down to some critical viewing. Ok....I have a fun job! My Digital Video Recorder provided a source of HD programming I had seen many times. It was easy to compare the new projector by memory to previous models. Rob was right! This Sony was providing some of the best video I have ever seen.

There is something very compelling about the combination of High Definition and a really big screen. Super clear, large as life images provide a "you are there" quality. I might even say better than being there. Certainly the view of Allison Krauss and Shawn Colvin singing their version of Paul Simon's "The Boxer" was better than from the front row.

Even large 65" flat panels do not compare to the "immersive" experience of a 10-foot display. Smaller displays seem boring in comparison. Considering the VW85's relatively low cost, this might be the time to consider owning a front projection system. I guarantee you will love it! Feel free to call me directly for an appointment.
612.208.6519

Price Alert!

We have been Sony dealers for over 10 years now. They continue to lead the home electronics industry in many categories. We love their performance and reliability. I still recall selling and installing my first Sony product in 1976!

We always expect some price "erosion" as technology improves and competition increases. The reductions are especially dramatic just before the Holidays. This year is going to be more competitive than ever. It seems the combination of an economic slowdown and strong interest from consumers has produced a plethora of "deals" from Sony and others.

Since we buy direct, our prices on Sony are very competitive with even "Big Box" stores. The deals get even more interesting when you "bundle" a couple of Sony products together.

I know you'll love our "concierge" style customer service and our meticulous installation team as well.

Call for more details!
651.777.5444

Supercalibrations is Now on Facebook!

Check us out by searching for "Supercalibrations" on Facebook, or go to our website: www.supercalibrations.com and click on the link at the bottom of the Main Page to access our Fan Page. Become a FAN and read about the latest trends in electronics!

I hope this gives everyone some insight into current home electronic trends. We actually find it to be great fun and hope it shows in our work. We also know that most of our business comes from referrals. If you give us a referral that generates new business, we have a new program that provides a few perks to your home entertainment system. They make a nice reward for giving us a recommendation.

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 me anytime. My mobile phone is 612.208.6519. Many problems are usually resolved quickly and easily over the phone.

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

Dallas

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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.*****



Dallas sees the world through Google Coloured Glasses