



SUPERCALIBRATIONS, INC.

Custom Home Electronics
651.777.5444



Newsletter

Supercalibrations, Inc. - Newsletter

November 2011 VOLUME 11 / Issue 2

"Welcome to our November newsletter. Into the 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."

Win a Great Stereo From Supercalibrations!

BIG ANNOUNCEMENT! We are giving away a great desktop audio system from Nuforce. Speakers, stereo amplifier and digital converter are included. A \$600 value. I love the sound of Nuforce! Desktop systems really don't get much better. All you have to do is "like" Supercalibrations on Facebook and you will automatically be eligible for the drawing, to be held December 16, 2011. Ok.. If you are not into Facebook send an email to sales@supercalibrations.com and we will add you to the list of entries. I am really having fun on Facebook! Check it out at: www.facebook.com/supercalibrations

A Revolution in Window Treatments

Supercalibrations has designed and installed quite a few motorized window treatment systems. Powered shades, blinds, shutters, etc. can enhance our day-to-day living at home or the office! Mechanized treatments are at their best when automated by a control system, managing when and how far they open or close.

Automating shades can save money! On a cold day in the winter, the free energy that a sun-filled room provides is desirable, while on hot summer afternoons, blocking the sun reduces costly air conditioning expense. Any given day of the year might require a different mix of shade positions for best results. Manually adjusting every window takes a lot of time and effort! Of course, media environments need shade control as well.

I was especially excited to hear about Lutron's new battery operated Sivoia QS system. My permanently shuttered media room windows have been a source of criticism from friends and family alike. It would be nice to have a little sun in there once in a while!

As you may imagine, adding required electrical connections to each shade dramatically increases the expense and difficulty of retro-fitting a finished room like mine. Lutron's revolutionary battery powered shades eliminate wiring altogether and are as easy to install as manual versions. Six standard D-Cell batteries are predicted to last for three years with normal use! Pricing is very reasonable and a wide variety of colors and fabrics are available. Give us a call and we will put together an estimate!

Bye Bye CD Player!

It is easy to suggest the CD format for music playback is a "goner". Most everyone has switched from CDs to playing their favorite tunes on computers, iPods, and other storage medium. Following this mass migration, I recently transitioned from compact discs to accessing my entire collection of music on Apple's iTunes. iTunes, as you probably know, is a free program that can organize even the largest of music collections on a PC or Mac.

I am really enjoying the convenience and great sound! The most difficult part was "ripping", or converting, my 400 CDs to iTunes files. Each CD takes about five minutes to rip in a computer's CD/DVD drive, so over a couple of weeks in the evenings I transferred my whole CD collection, which is now gathering dust in storage.



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Supercalibrations can help you get started with a "do-it-yourself" conversion at home. Our staff recommends using Apple's "lossless" format, which retains your CD's original sound quality. Compressed formats, commonly described as MP3s, are a pretty big compromise.

If you don't have the time to complete this potentially lengthy "ripping" process, there is a quick and easy alternative: Supercalibrations now has a robotic CD ripping machine called a "RipStation". It can convert four CDs at a time! We load it with hundreds of CDs, and in a few hours the process is complete. Pertinent CD title, artist, and track information is included with the file. Even the album cover art!

If you want to join the ranks of computer audiophiles give us a call! For around \$1 per disc we convert your CDs for you. The hard drive to store them on is a small additional cost. Call for estimate. You will find new reason to enjoy music: your great-sounding and easy-to-use collection!

Who Likes Ice Cream?

Everyone does love ice cream! A recent product announcement from Sharp had me wondering if the exclamation should be "Who loves a low-cost 80-inch HD flat panel?", "I do, I do!"

Anyone who enjoys television would love to own one of these just released beauties from Sharp. At 2700 square inches, they are comparable in size to front projection systems, normally relegated to "man caves" without windows or lights. Sharp is letting us combine a well-lit room and a giant video display. Yeah!

A little history should help provide insight on the fantastic value of these huge displays. A couple of years ago Sony and Samsung both released very high-performance 70-inch panels. Each sold for close to \$20,000! It seems a significant amount of waste occurs when cutting 70-inch chunks out of much bigger sections all LCD panels are made from. This inefficiency greatly increases the cost per panel. Even considering the high price, early 70-inch models sold briskly.

Earlier this year, Sharp "shocked the world" by introducing a 70-inch LED, Quad pixel panel for about \$3,500-- One fifth the cost of the first 70-inchers! Picture quality is comparable to most any product on the market, while maintaining Sharp's great reputation for service and reliability.

Now Sharp is shipping an 80-inch set!! Thirty percent bigger than a 70-inch. Twice as large as 55-inch models. All this for only \$5,000!!!

Huge displays bright enough to go in any room without having to adjust the lights or close the shades. Highly recommended!

Updated Audyssey!

Audyssey has updated their famous audio equalization system! I have praised Audyssey's original MultiEQ XT in previous newsletters. Very highly qualified engineers at the University of Southern California worked five years refining the design. Simply put, Audyssey has allowed us to provide sound quality at home, usually found only in reference theaters! After thirty years of striving to improve audio systems, I am hard-pressed to describe the results as anything less than magical.

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Basically, Audyssey works by retaining a facsimile of a great-sounding room in its sophisticated processor. A microphone is placed in several locations around the room's listening area. The processor then compares what is "heard" from the microphone to the reference. Once this evaluation is complete, Audyssey applies correcting filters just before amplification. Voila! Much improved sound!

Now Audyssey has multiplied their filter resolution by 32. That is a lot! Amazingly, even with the huge increase in resolution, MultiEQ XT32 does not take up any additional processor space. The sonic results, as you might imagine, have been fabulous!

Even Imax uses Audyssey to improve sound quality in their commercial movie theaters!

High-performance Denon and Integra surround processors incorporating Audyssey MultiEQ XT32 are now available from Supercalibrations. Give us a call for more details on what Audyssey can do for you.

Four Times Better!

Sony just set the front projection bar several notches higher with the introduction of the VPL-VW1000ES. Not 1920 by 1080 resolution like other home projectors, but 4096 by 2160... four times as many pixels! Not only that; The VW1000 is also slated to produce 2000 lumens of brightness. Plenty of "light" headroom for 3D images and super large screens. Contrast ratio is an unbelievable 1,000,000 to 1!

Even standing a foot or two from the screen it was impossible for me to pick out individual pixels... Wacky good. We have one on order! Hmm... I may have to further "analyze" the performance of this little beauty in my home testing facility :-)

Blu-Rays Sound Better Too!

Most everyone has noticed improved picture quality while watching movies on a Blu-Ray player. 1920 by 1080 of HD goodness! What about Blu-Ray's audio quality when compared to standard DVD? It's way better! DVD's utilize either Dolby Digital or DTS multi-channel audio decoding for most movie releases. Both of these venerable codecs use what is called 'lossy compression'. Not unlike the MP3 format used to compress music CD's, lossy compression saves space on the disc while still providing good sound. Although a Blu-Ray disc looks exactly the same as a DVD, they have a ton more storage space...Six times more! With all that room there's no longer any reason to limit the sound with lossy compression. Dolby and DTS both have introduced LOSSLESS codecs for Blu-Ray: Dolby TruHD and DTS Master Audio. Now we are talking! The same resolution and overall sound quality as the original Master recordings. Music videos on Blu-Ray take on a new dimension. Check out "Concert for George" - a great tribute disc including performances from Eric Clapton, Paul McCartney and many more. Lossless movie soundtracks provide much improved excitement and impact. The Star Wars Trilogy on Blu-Ray is a standout. The bass in the "Pod Race" scene turns Phantom Menace into a much more "worthy" cinematic experience. Even considering the consistently obnoxious Jar Jar Binks ;-). Give us a call to make sure you are getting all the audio Blu-Ray has to offer.

Supercalibrations is on Facebook...AND Twitter!

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

We 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 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. If you have any questions, feel free to call me anytime. I'm always available for further discussion!

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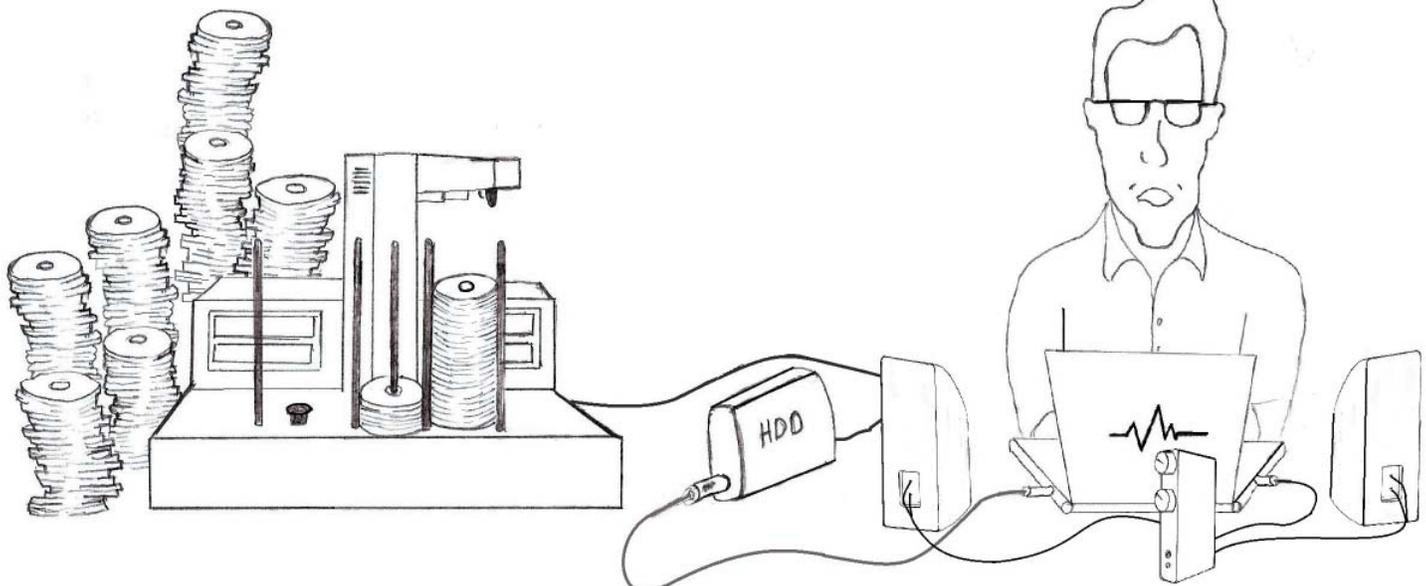
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Installers Wanted

*****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.*****



After "ripping" all his CDs and listening to them on a Nuforce Desktop system, Dallas is now officially a "Computer Audiophile"