

*"Welcome to another version of our newsletter. The summer flew by and technology changes just as fast. Here is the latest insight into our fun and exciting industry. Thank you for your continued support."*

## Higher High Definition!

There is a new kid on the HDTV block - 1080p. You will be hearing more about this "Higher" High Definition format in the very near future. So what is it? Well, it may be described as the ultimate home viewing experience? At least for awhile, anyway :)

To understand 1080p verses current standards, look at more recent lines of plasma and LCD flat panels on the market. Both types of super thin display technologies incorporate approximately 1280 horizontal by 720 vertical pixels to produce an image. That's roughly one million pixels. The new 1080p displays have 1920 horizontal by 1080 vertical pixels. That's 2 million or about twice the previously mentioned count.

A familiar analogy to "pixels" is the "human banners" generated by spectators during sporting events etc. Everyone on one side of the field holds up a small piece of cardboard or "pixel". When viewed from a reasonable distance, the pixels combine to produce a giant recreation of a flag, logo or the like. As you might imagine, the more people used to create the image the sharper and more realistic it becomes. So it is for TV displays.

One obvious question comes up when discussing this new format. "What sources are available that provide the additional resolution?" Well, Sony's new Blu-Ray High Definition DVD players are capable of 1080p output. This new upscale disc design looked unbelievably sharp on demos we have seen. More to come about 1080p DVD in a future newsletter...

In addition, 1080p displays convert existing HD formats like 720p and 1080i to their native **higher** resolution. I (of course!) recently upgraded from a Sony HS 51a (1280 by 720) to the Sony VPL VW100 (1980 by 1080) for my home front projection system. It does look noticeably sharper and more realistic! Even standard DVDs look more detailed.

As an example, I recently replayed an HD recording of a Jack Black interview from the David Letterman Show. I hadn't noticed on the earlier projector, but Jack was obviously a little hungover during the interview. The increased detail allowed me to see the saggy eyes and facial expressions that are usually associated with the effects of a some partying the night before. Hard to believe from a successful movie star in a dull town like New York City :)

So if you are considering a new TV or projector, especially 50" or larger you should look at the new 1080p products. Prices have already been reduced significantly. Sony has just announced a \$5000 front projection 1080p SXRD system. That's **half** the price of earlier models. As usual, feel free to call. I would love to give you more information on this cool new technology.

## "The Good Old Days"

I started selling and installing televisions around 1980. Back then, "custom installation" was a pretty straight forward process: unbox the TV, hook up the rabbit ears and you were ready to enjoy 4 or 5 available "over the air" channels. It wasn't long before cable television and video tape recorders were added to the process. Connect the cable signal to the VCR and then the VCR to the TV, tune to channel 3 and Voila! Pre-recorded movies at home.

The advent of stereo VCRs and televisions made it desirable to improve audio reproduction. The loudspeakers included with most televisions were mediocre at best. In many instances we connected a customer's existing two channel "HiFi" system to the TV and VCR for a nice boost in sonic performance.

Combining your audio and video systems usually required rearranging furniture and equipment to allow for an early version of what is now popularly recognized as a "Home Theater".

This nifty enhancement however necessitated another step in the "turn on" procedure. Activating the audio as well as the video components was compulsory in order to attain the more dramatic sound.

Around the same time frame, a friend of mine called to excitedly exclaim that "Helicopters were flying around his living room!" Upon further explanation I discovered "Dolby Multichannel Surround Sound" effects were being transferred from film soundtracks to the recently released video tapes and laserdiscs.

Some unorthodox wiring to an additional pair of "rear" speakers and anyone could recreate "movie theater sound" at home. Very exciting!!

Unfortunately, it was becoming a relatively complicated procedure to enjoy this new home format. Several steps were needed: turn on the television, then the VCR, next the Surround Processor/amplifier and, finally, set all the appropriate inputs.

This sequence required quite a bit of expertise (and several remotes) to produce the desired results. Many "early adopters" used to just "turning on the tube" were surprised and dismayed at having to learn (and remember!) a complex process just to enhance their home

viewing experience. The wiring and connections between the components was starting to get pretty complex and messy as well.

Fast forward another 15 or 20 years, even more equipment has been added to home A/V systems; DVD players, satellite and cable boxes, Tivos, iPods and much more. It is (to say the least!) very difficult to organize all the equipment and remotes into a properly functioning easy to use system.

Placing speakers; balancing sound levels; choosing & routing cables; calibrating the video display; all of these also need to be addressed! A very daunting task for anyone, but the most experienced hobbyist.

Understanding the overwhelming demand for simplicity, we at Supercalibrations would like to take you back to the "Good Old Days" of just "Turning on the Tube" when operating home electronics.

Pushing one button is all that is required on systems we design and install. A guest or babysitter will easily be able to take full advantage of the system. No "crib sheet" or instruction required.

In addition, we spend the necessary time to make sure the equipment is properly set up. Many thousands of dollars worth of tools and test equipment are used to "Supercalibrate" both video and audio equipment to "reference" performance levels.

Actually, my favorite part of any installation is sitting down with a smiling client as he or she puts a system through it's paces. No training required!

We guarantee satisfaction. Give us call for a free consultation.

## Making Improvements

Over 30 years of experimenting with audio gear has led to some conclusions about the relative importance of the many components required to recreate music or movie soundtracks in home environments.

Overall, loudspeakers probably have the biggest impact on the performance of any given combination of equipment. They have the very difficult task of converting electrical energy from the amplifier to mechanical movement of air in the room.

The moving air vibrates your eardrum; hopefully, recreating the same sound recorded in some distant room. After all these years, it still seems like magic?

Earlier in my career, I would have emphasized another electromechanical transition. Remember the Phonograph cartridge or needle? Many young readers of this newsletter may not have had a chance to "Play a Record "; but in a fashion opposite from the loudspeaker, the cartridge converts mechanical vibrations from the record grooves to an electrical signal fed to the amplifier, but I digress...

I recently upgraded amplifiers at home. Having been impressed by the new Sony STRD 7100ES receiver at a recent dealer gathering, I decided to give it a try. It incorporates an innovative "Digital" amplifier circuit.

Normally I would not expect an amplifier to make a huge difference in the sound of a system. After all, it is simply "amplifying" an electrical signal. However, soon after connecting the 7100 to my existing seven channel speaker system, I noticed a nice improvement in clarity and detail on all my favorite recordings. I found myself listening for hours. Fun!

OK, speakers are still the most important contributor to sound quality, but it seems Sony is really on to something with this "Digital" amplifier technology. Call for an appointment and we will gladly give you a demonstration!

## World's Best Loudspeakers?

What has seventy two tweeters, thirty-six midrange drivers and four eighteen inch subwoofers?

It's a new design from local loudspeaker guru, our friend, D. Michael Shields.

Each "Pipe Dreams" system includes two seven foot enclosures for midrange & tweeter components and two hefty cabinets with dual eighteen inch woofers in each. This is one of the few audio systems in the world that will turn your living room into Orchestra Hall.

We are very excited to have these "bad boys" available for audition in our showroom. Call for appointment and bring your favorite cds!

## New Products, Specials and Closeouts

Hi-Definition comes to DVD with the new Sony Blu-Ray DVD player (BDPS1) available this month. We'll have one on display. Combined with our newest Sony "Pearl" projector, this is as close to film as we've seen! The break-through low price is now \$5000! (Half the previous model's price yet with nearly the same performance!)

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

- Boston Acoustics CR67s. (in black). Aesthetically pleasing bookshelf speakers for \$179 pair (reg. \$249). Sound great.
- SONY VPL HS51 front projector. This an HD LCD video projector, reg. \$3499, for \$1999 - a \$1500 savings. That's below cost! Looks great.



*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. 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 all of your business!*

Dallas

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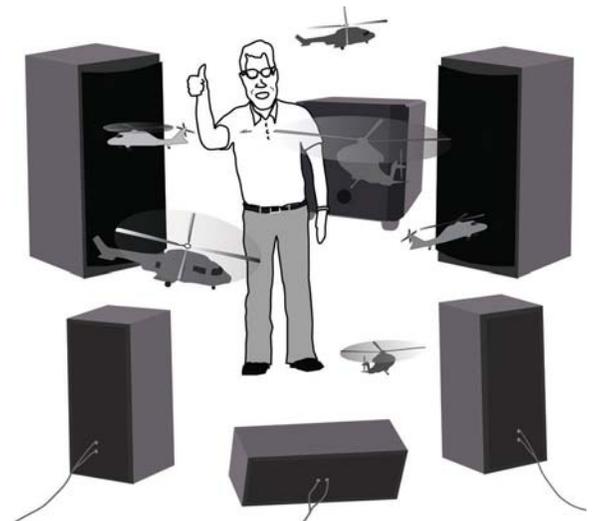
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**Installers Wanted**

**\*\*\*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.\*\*\***



Dallas looks forward to Helicopters flying around your living room!