



**SUPERCALIBRATIONS, INC.**

*Custom Home Electronics*

651.777.5444



Newsletter

*Supercalibrations, Inc. - Newsletter*

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*"Welcome to the summer issue of our newsletter. As the long, warm days wind down, the cozier days of fall will soon be upon us. In that spirit, we're offering some of our insights into a fun and exciting industry. Thank you for your interest."*

## New Dimension in Home Entertainment

2010 is the year of 3D in home electronics. Starting at CES in January, manufacturers have been touting the advantage and excitement of adding a 3rd dimension to your home video experience.

It seems the popularity, and in particular, the image quality of James Cameron's "Avatar" provided a compelling impetus for manufacturers to deliver 3D source material and products to display it with.

The blu-ray consortium led by Sony has set a "3D Standard" for 3D material on the fast-growing BD High Definition format. Dozens of 3D and 3D-ready blu-ray players are now available.

Many existing "digital" films like "Toy Story" will be converted to 3D. Of course, Avatar will be one of the first 3D releases as well.

Sony, Samsung, LG, Sharp, Panasonic, and many other manufacturers are or have released 2010 flat-panel displays with 3D capabilities.

One obvious caveat for home 3D technology, as is the case in commercial theater presentations, is that "glasses" are required to visualize the 3D effects. However, everyone seems to forget they are wearing additional eyewear once the program starts!

The several clips I've experienced on 3D flat panels and projection systems have been spectacular! Ellen DeGeneres' "Dory" from

Finding Nemo appeared to be swimming in the middle of the room. Very cool!

DirecTV has added several 3D channels to their lineup, including ESPN. 3D adds new excitement and realism to televised sporting events. I can't wait for more baseball in 3D!

Unfortunately, since this is an entirely new technology you will need new equipment at home to take advantage of 3D. Fortunately, new 3D blu-ray releases will play on older equipment, albeit in standard 2D. It should be noted that Sony's new 3D models produce some of the best 2D images we have ever seen!!

Gamers are going to love 3D! Playstation 3 can now be upgraded to 3D with a firmware update. Many existing games will be converted to 3D as well. This may be the "killer app" for the video game industry.

There is going to be an exciting new "dimension" in home video this year!

Feel free to call. 3D is a favorite topic of ours!

## Cable vs. Satellite

It has been awhile since we compared the virtues of the two major providers of television programming in the USA. I must initially emphasize the competitive nature of both cable and satellite companies has improved audio/video quality and reduced cost per channel for subscribers of either service. Good old American Capitalism at work!

A little history should shed some light on the competition....

Before DirecTV launched their service in 1995, cable companies had little incentive to improve their product. At introduction, DirecTV offered



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all digital programming with an on-screen guide and menu. Cable providers at that time were mostly analog, without menus or guides. Being all digital allowed satellite services to add more and more channels, including exclusive rights for all Sunday NFL games...The now well-recognized "NFL Sunday Ticket".

It wasn't long after the inaugural satellite broadcast before cable responded with improved set-top boxes and programming choices. Part of their channel lineup was converted to digital. More channels with cleaner pictures!

The introduction of HDTV in the late 1990s really threw a wrench into both providers' business plan. Each high definition channel occupies the space of 5 standard digital channels. In this case, DirecTV had a technical advantage: they launched a couple of expensive new satellites, providing space or "bandwidth" for dozens of additional high definition channels. Subscribers interested in HDTV upgraded to a slightly larger dish, but many times DirecTV would absorb this additional expense. Cable added channels as well, but as they continued to provide a wide selection of bandwidth-hogging analog channels, limited room was available for HD programming.

Jump ahead to 2010 and the battle continues. DirecTV has recently launched a couple more new satellites and is currently providing significantly more HD programming than most cable operators. Cable, however, recently committed to eliminating all analog channels from their lineup, freeing up a ton of space. By the end of this year most cable companies should show a big HDTV channel increase. It should be noted that cable subscribers accustomed to simply plugging a television into the wall and accessing a variety of programming on "basic" cable are now going to require a set-top box for all television locations. A small "box" will be provided- many times at no charge -to get a "basic" selection of channels.

Unfortunately, since these complimentary devices only provide standard definition programming, additional fees will be incurred for high definition.

Of course I would be remiss if I did not mention reliability as part of this comparison. Satellite services are susceptible to outages during storms. Cable can still have outages too, but are more predictably available during storms.

Pricing has always been competitive, but satellite can be somewhat cheaper on a "per channel" basis. Cable subscribers tend to "bundle" with high-speed internet and phone services to receive a package discount.

So who is the overall winner? As an installation company we prefer the consistency of DirecTV. Every city has a different cable provider, and quality and channel choice vary significantly! Give us a call! We can help sort out the variables and get you connected to the best choice in your area.

*\*\*Money-Saving Tip for DirecTV Subscribers: If you are a DirecTV HDTV customer your monthly bill can be reduced by \$10 or more simply by mentioning "Free HD" to a DirecTV Representative. 800.347.3288. They are responding to Dish Network's national "Free HD for Life" Campaign.*

## Game Changer

Home Electronics is always in transition to better products and performance. Currently leading the way for home audio is technology designed to eliminate the long-time Nemesis of all home audio systems: Room Acoustics. In my humble opinion, the "sound" of your listening room has more to do with system performance than all other equipment combined!

Compensating electronically for the irregular response of most rooms allows audio equipment to finally live up to its potential. Even low-priced loudspeakers come to life in a "corrected" environment.

Several "room equalization" devices, including Tom Holman's market-leading "Audyssey", have been introduced in recent years. Any one of these can dramatically improve sonic results. Place a microphone in the prime listening area, push a button, and within a few minutes your system is calibrated to "reference" stature. Okay, it is a little more involved than that, but much easier than any earlier technique intended to improve room acoustics. The end result is as close as one can get at home to replicating a session at "Dolby Labs".

Yeah!!

What has helped facilitate the improvements in Room Correction are dramatic enhancements in Digital Signal Processing, or "DSP" Circuitry. Similar to computer pricing, DSP chips have come way down in price while simultaneously increasing speed and performance.

What enables this remarkable technology to be effective is that the "magic" takes place in the Digital domain. Incoming signals are converted to digital "bits", manipulated to improve the measured room acoustics, then finally converted back to analog.

Even feisty audiophile analog junkies are jumping on the DSP bandwagon.

There are several sub-\$500 products on the market with "Game Changing" DSP technology on board. Of course, spending more money takes things to an even higher level.

Now imagine "Digital" amplifiers! NAD has introduced an integrated amplifier (the M2) that accepts digital signals directly from a CD player or media server, and then completes the

amplification while still in a Digital format. A simple analog filter is applied just before the loudspeaker terminals. This bad boy sounds really good!!

This is an exciting time in our fun industry. Want to talk DSP? Feel free to call!

## TVee Model 20

Every so often a really great value shows up on the Home Electronics marketplace. Boston Acoustics, a world-renowned loudspeaker manufacturer, has produced a real bargain with their TVee Model 20 amplified speaker system. Elegantly improving the sound of any television, this self-contained device includes a 2-channel "Speaker Bar" combined with a powered "Wireless" subwoofer. Simply hook the audio output of your television to the input of the TVee Model 20 and you are ready to go. It even learns the volume command of your display's remote control.

No additional remotes required! Big sound, small price, and easy to use! Highly recommended. \$299

Call for more details!  
651.777.5444



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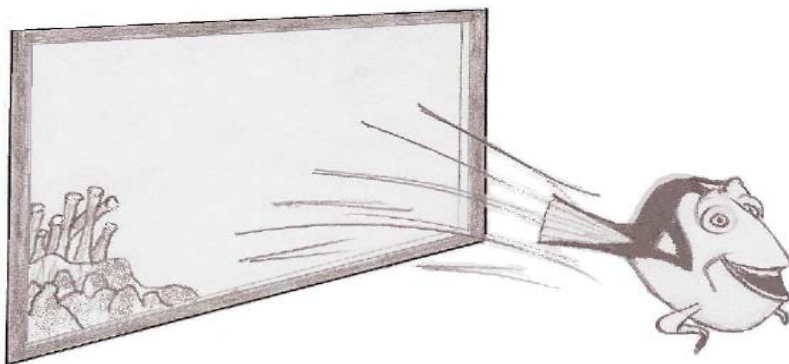
Check us out by searching for "Supercalibrations" on Facebook, or go to our website: *www.supercalibrations.com* and click on the link at the bottom of the Main Page to access our Fan Page. Become a FAN and read about the latest trends in electronics!

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!

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.\*\*\***

