

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

3D IS THE BEST 2D

Our last newsletter highlighted 3D technology. Since the CES show last January, 3D has become the most discussed technology in our industry.

In recent months, I have had time to experience a variety of 3D presentations and products. One thing has become very clear: the technology and circuits required to produce a great 3D picture are also providing the best 2D images we have seen! LCD manufacturers are adding 240Hz refresh rates, and even blacker blacks to their 3D lineup. Not to be left behind: Plasma manufacturers are also boosting performance with enhanced phosphors and anti-blur circuits on their 3D models.

Currently, we are still in the early stages of 3D film and television distribution. It will probably be a year or two before a decent assortment of titles arrive for the home market. Don't let the lack of material stop you from considering new 3D products! While you are waiting for more 3D you will be enjoying the best 2D reproduction ever.

Call for more information....We love to chat about 3D!!

BEST WAY TO WATCH TV

I have covered this topic before, but recent developments have inspired me to provide a newsletter update. Many consider Plasma or LCD flat-panels to be the "ultimate" home viewing experience. Perhaps a 60" model to provide a really big and compelling image. As I sit watching baseball on my 110" screen, I know 60" is not nearly big enough to be called compelling.

Twenty-five years ago Advent, the company that invented "Front Projection", proclaimed your image should be "life size". That is still true.

As a fan, I know going to the ballpark is in many ways more fun than watching at home, but I also know I'll have a better view of the action on my 10-foot TV. The beverages and popcorn are cheaper too :-)

110" sounds about twice as big as a 60" set, but crunching the numbers adds valuable insight. Total surface area of a 60" display is 1500 square inches. Total area of a 110" display is 5,200 square inches. Not twice, but 3.5 times as big! You will never go back!!

One key caveat for front projection: Room light has to be controlled for best results. Not totally dark, but picking an area with easier light management would be valuable. I have mine in a living room with windows, but Hunter Douglas blinds block out the majority of light when needed.

Sony recently introduced their best value front projection lineup ever, starting with the VPL-BW7 at \$799. This outperforms \$8000 models from a few years ago. Really! Add an entry-level 110" screen and you have bigger HD picture than a \$40,000 plasma. Yeah!

Next at \$3395 is the Sony VPL-VWPRO1. This is a true home theater projector with about 25 percent more brightness than most of the competition. It even includes a spare bulb.

At the very peak of front projection technology is the Sony VPL-VW90ES at \$9995. New panel technology and 240Hz refresh make this 3D projector the best 2D projector Sony has ever made.

I have had a front projector at home for approximately 30 years. They are still the best way to watch TV! Give us a call for a demo!

GOOGLE TV

In a past newsletter I expressed my enthusiasm for all things "Google": Gmail, Chrome Browser, Google Maps, Google Calendar, Google Reader, Picasa, Google Translate, Google Documents, and of course their ubiquitous search engine, all get regular exercise on my computer.

"Google TV" is their latest groundbreaking innovation. Google TV is included with either a flat panel HDTV or blu-ray player from Sony, while Logitech provides an all-in-one "Google TV" set-top box. All devices include a high-speed computer processor, Chrome internet browser, and a slick video interface. Google's new interface "overlays" on top of your cable/satellite image, allowing easy control with their wireless full-sized keyboard.

As I write with Google Documents, I am also watching the World Series on my 110" front projector. The combination of web access and satellite/cable TV is an addicting adventure! Check the stats on players while watching the game, or compare notes with your friends on Facebook while watching the latest Big Bang Theory.

With Google TV, watching cable/satellite and internet surfing at the same time is as easy as turning it on!

No longer are you limited to small computer monitors for YouTube videos. Watch them on your big High Definition TV and listen in full Dolby Surround Sound! Yes!!

The familiar Google Search Box dominates the interface. Type in your favorite show or personality and Google searches both the television schedule and any pertinent internet sites. This is no longer just watching TV! A much wider array of entertainment and information become part of the "experience".

Logitech's set-top device is \$299. Sony's blu-ray player is \$399, while the LCD flat panels start at \$599 for a 24" screen; additional sizes available as well.

As usual with Google: "TV" may be a "Game Changer" for the home entertainment industry.

FLIP CAMERA

Occasionally I miss the coming-out party for an exciting new product in our industry. The Flip UltraHD Camcorder from Cisco is one such device. Over the years, any camcorder with newer technology demanded a premium price for the first few generations. Anyone shopping for a camcorder knows that scenario. As an example, a couple of years ago my sister purchased a state-of-the-art HD Camcorder for around \$2000.

Now, the price of entry into home HD recording has been radically reduced. The Flip Cameras start at just over \$100. The UltraHD sells for \$199! All models are about the size of a deck of cards, and are capable of recording 720p, 60Hz HDTV for up to two hours on a built-in 8 gig memory.

Another great Flip attribute is simplicity. No focusing required! Literally point and shoot. When you are finished recording, plug the built-in "flip-out" USB connector into your computer. Flip's built-in software automatically loads, allowing you to store and edit your videos. The next step for me was sharing via YouTube! Check out my "Supercharged Miata" video at:

<http://www.youtube.com/watch?v=PEy-Pk6tGIQ>

The Flip is small enough for your jacket or shirt pocket. Carry one with you for all those spontaneous special events!

Removing the Middle Man

I have owned and spent time with many different iterations of commercially produced loudspeakers. Most were installed in a "stereo" configuration, but more recently I have transitioned to a 7-channel arrangement.

Starting with my first purchase in 1973 of legendary Bose 901s, following with Ohm Fs, Klipschorns, Acoustat electrostatics, Magneplaners, Infinity Modulus, PSB Stratus, ATC SCM 50s, Boston Acoustics Micro 130s, and several more.

As you might imagine, I have become familiar with what is expected from a well-engineered loudspeaker. I love listening to music and movies at home!

Thirty-plus years ago my brother built a pair of huge horn loudspeakers from a kit. After a ton of trial and error we starting getting very impressive sonic results. All my co-workers from "Sound of Music" (a local audio store) were surprised and impressed at the level of performance we were getting from a "home brew" design.

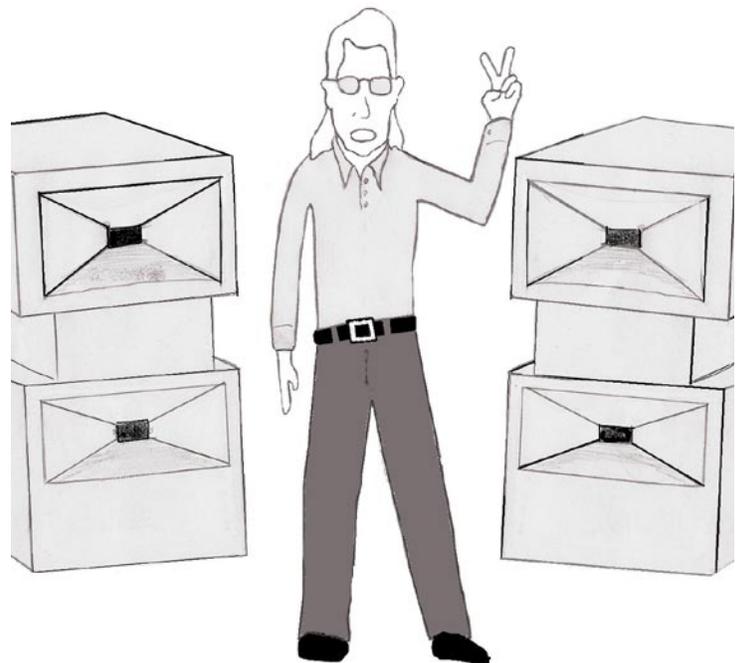
Considering that early success, along with recent developments in high-quality components, we are now offering a line of Supercalibrations "custom" loudspeakers.

Brady Alshouse (one of our technicians) is also an excellent craftsman and woodworker. Together, we have produced a series of great-sounding loudspeaker designs in a variety of price ranges.

A big advantage to an "in-house" loudspeaker is the elimination of the middle man. It is somewhat overstated in today's marketplace, but in our case you really do buy "factory direct".

I am also confident the reproduction we are getting from our custom line is significantly better dollar-for-dollar than "commercially" available versions. Ours are especially competitive when designed to be hidden behind a decor-matching speaker fabric or the like. This eliminates the need for an expensive wood finish; consequently the price is noticeably reduced. In my humble opinion, Brady's cabinets are also better built than anything in their price range.

Give us a call for an audition. You will love the sound. I know I do. My current home loudspeakers are custom built!



Old Geezer

In this tougher economy, how can we at Supercalibrations provide more for your money? At this phase in life, the best way for me to spin being described as an 'old geezer' is to portray myself, and our staff, as "experienced" ;-)

We use this experience to choose a mix of products from both current "latest technology" models with the "must-have" features, and closeout or over-stock versions that still compete with new products. It is this familiarity, or "experience", that provides us the ability to qualify the value of all the components that make up any given system. So whatever you need in home electronics, we look forward to helping you make a quality decision and designing a solution that fits your needs!

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!

We hope this newsletter 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.*****