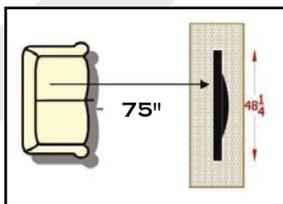


SIMPLICITY

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HOW BIG IS TOO BIG?

Whether your look is clean and modern, sleek and unique, or warm and cozy, a television can fit into any one of these decors. The question we're commonly asked is, "How large of a television would fit adequately in the room?" Well, it seems the adage that bigger is better is once again true. Because of the way new televisions are designed, you can actually sit closer to the screen without sacrificing picture quality. This may be surprising to you, and you are not alone. Many people are amazed at how well a 50 inch television can fit into a room. The following diagram lets you figure out what size TV your room can handle:



Seating distance = diagonal measurement of TV x 1.5

Example: A 50" display can be viewed comfortably from about 75" away.

If you are thinking about changing out your television and would like some advice from the experts, feel free to call us and we can help you make the right decision.





ERIC'S VIEWPOINT

HDTV Picture Quality — More than Meets the Eye

Considering the technological advancements in recent years, it's safe to say we are in the midst of a great improvement in television viewing quality (OK, the quality of programming

content may be debatable, but I'm writing about your TV's picture quality). You could almost compare it to the changes that happened in 1950s, when going from black & white to color television was a significant transformation, and programs "brought to you in living color" captured the audience's (and sponsors') attention. Now combine the advances in high definition television with the advances in television technology, and the enhancements are multiplied. But sometimes change come with its own shortcomings — at least until the bugs are worked out — and the latest HD TVs are no exception. The problem? Most TVs are not calibrated to show the best picture possible.

At big box retailers, you select your TV from those mounted on a wall or on display, then choose the one that stands out from the others (in terms of picture quality), yet is similar in size. Manufacturers know this and set their TVs to come out of the box with the brightness and contrast turned way up. When you pick the best-looking picture at the store, it doesn't automatically mean it will look exactly the same, or even as good, in your family room. And fiddling with the adjustment controls doesn't ensure a better-looking picture; it actually takes away from the accuracy and sharpness of the picture.

A group called ISF (Imaging Science Foundation) was formed to create a standard to which TVs can be calibrated. When calibrated to ISF standards, TVs reproduce the images as they were meant to be seen. The vision of the director is preserved, including the subtle changes in color, brightness and contrast as it was when originally filmed. A TV that is calibrated correctly produces a much more accurate picture and shows a lot more detail without fatiguing the eye.

All of this calibration is achieved with a Sencore colorimeter. A colorimeter measures the amount of light and color of light that the TV is producing. A colorimeter connected to a color generator and to a computer gives you a visual representation of how accurate the colors are. Adjustments are made in the user menu by changing the brightness, color, contrast and tint. More in-depth adjustments are made through the service menu of most TVs. This menu controls the exact colors the TV is reproducing. Within this menu is where majority of the ISF calibration takes place. Adjusting the accuracy of red, green and blue lets you decide how good the picture will look.

If your neighbor's TV displays a better picture than yours, and he paid half the price you did, chances are you're watching a poorly calibrated TV. An ISF-calibrated TV will allow you to see precise details, even in movies you've seen a hundred times. If you're interested in learning more about the advantages of calibration, or would like to have your TVs calibrated, please give us a call.

Eric Wing

NEW FACES

Jim Sheldon

Jim came to us from Peoria, Illinois, with over 15 years of production design experience. He worked as a consultant for Advanced Audio designing integrated AVL presentation systems, all while working as a College Theatre Instructor. He hopes to apply his design and teaching background to enhance the CS of CS media to new levels.



DIGITAL TV CLARIFICATIONS

On June 12, 2009, television stations will stop broadcasting in analog and switch to broadcasting digitally. This will only affect you if you have an older TV and use rabbit ears or a rooftop antenna to receive broadcast signals. If this is the case you will need to add a converter box. A \$40 coupon towards the purchase of an eligible converter box can be ordered from www.dtv2009.gov and redeemed at participating retailers. You can request up to two coupons per household, but keep in mind these coupons have an expiration date, about three months after receiving them. Newer TVs with a built-in digital tuner or ATSC tuner will continue to work with rabbit ears or a rooftop antenna after the transition.

TVs connected to cable or satellite will not require a converter box.



FIND MORE INFORMATION AT WWW.DTV2009.GOV

HELP WANTED

CS Media is growing and looking for good people to grow with us. If you are, or know an experienced audio video technician please contact us. We would like to hear from you and talk about becoming part of the team.



WHAT GOES 'ROUND COMES 'ROUND — AT 33 $\frac{1}{3}$ RPM

By Rainer Schulz

Part 1: Vinyl LPs — Back in the Groove

Handing his young son the metallic green Schwinn Sting-Ray or well-worn, well-oiled Rod Carew baseball glove saved from his own childhood can be a source of pride for any dad. Mine came when my then-teenage son asked if he could have the copy of Born to Run from my vinyl collection. Not to spin, but to display the cover in a 12 x 12 frame in his room. He already had all eight tracks on his iPod, but the black-and-white image of the Boss and Clarence was what he wanted. To him, having the actual vinyl and album cover gave Born to Run, Thunder Road and Jungleland genuine substance.

Long-playing (LP) vinyl records, the same ones that helped define classic rock of the '60 and '70s, are cool again. You wouldn't know it when compared to CD or download sales, but the demise of vinyl has been exaggerated, and premature.

Vinyl album sales have steadily increased in sales over the past three years, emerging from the bins of small indie shops to earn critical shelf space at electronics retail outlets and music stores. While used and vintage vinyl have been available for years at record shows, independently owned music shops, thrift stores and online, more and more freshly pressed, pristine-grooved and shrink-wrapped vinyl albums are catching music lovers' attention.

LP collections won't become a major focal point in homes any time soon, but music fans are discovering the more nuanced — some say warmer — sound LPs have over the mechanical data package of digital recordings. Die-hard music lovers are augmenting their audio experience by buying vinyl LPs for high-quality home listening and MP3s for portable listening. In fact, some new vinyl records include coupons for free MP3 downloads of the album's tracks, leaving CDs out of the loop and out in the cold.

If you don't mind the few pops and crackles even the best cared-for vinyl develops, you can create your own analog-to-digital conversion. USB turntables plug directly into a computer and use music software like GarageBand or Audacity to upload entire albums. That way, your favorite LPs can be loaded onto an MP3 player for on-the-go listening, much like the Maxell cassettes made long road trips bearable back in the day.

Next in Part 2: More than just music.

LPs provided music lovers with more than just classic songs rarely played on mainstream radio. A new album release sometimes included extras like posters, interactive covers, stickers and more.



THE GOOD, THE BAD AND THE OBNOXIOUS

Don't be offended if you still have or have had things on our list.

THE GOOD: Programable Remote



THE BAD: Generic Remote



THE OBNOXIOUS No Comment



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SMART ELECTRONIC TIPS

Smart Consumer Electronics Tips provide you with a concise and informative list of helpful hints to assist you in making smart decisions when purchasing home electronics.

1. Wire for everything now. If you are building or remodeling your home, wire it with a plan for future needs. While no one can guarantee what the future will look like, CS media makes it our business to stay current and to offer good advice about technology that is on the horizon. Best of all we can help you separate the hype from reality.

2. Consider integrating lighting control with your home electronics systems. Lighting sets the mood for home theater, entertaining or just a quiet night at home. You can control your home lighting from the same remote you use to control your TV or music system.

3. Don't think that you have to put up with hard-to-use, multiple remote controls. Easy-to-use, all-in-one remote controls are available for any system. You can even have them custom programmed so they make perfect sense to you and your family.

4. Think with your wallet, but lead with your head. Quality and long-term dependability are the most cost effective attributes that you can build into a home.

Consult a professional. Designing and installing reliable, easy-to-use systems that add real quality to your lifestyle is the goal of CS media. Contact the professionals at CS media, and we will address any question you have on your current system or changes that you would like to make.



HOME THEATER

| LIGHTING CONTROL

| HOME INTEGRATION

| COMMUNICATIONS



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