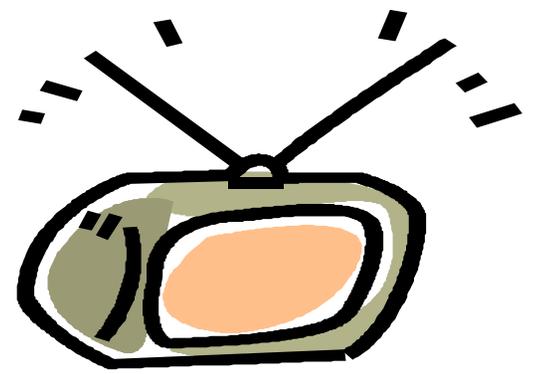


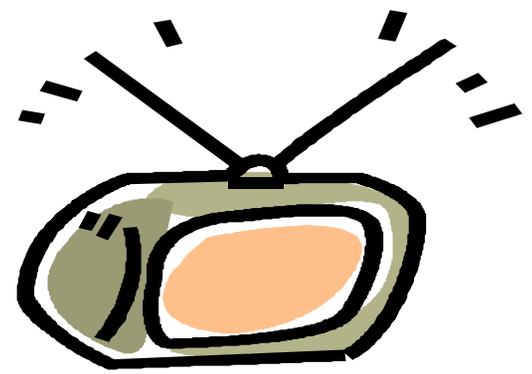
Buying a Television is No Longer Simple



You need to consider many variables to get the right TV for you

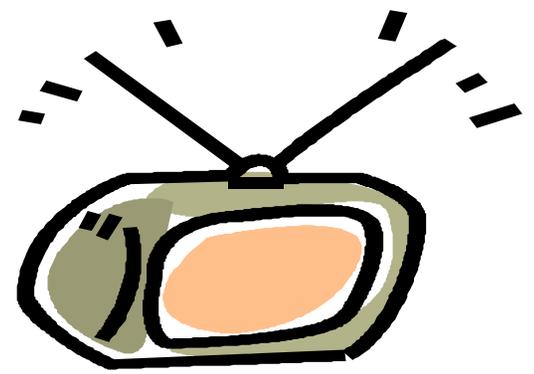
- Select the Size (32" and more)
- Select the Technology (CRT, LCD, DLP, LCD Projection or Plasma)
- Select the Brand
- Select the Resolution (720P or 1080P)
- Select the Purchasing source (Retail or Mail Order)

Select the Size



- CRT (Cathode Ray Tube) come in sizes up to 36"
- LCD (Liquid Crystal Display) range from 19" up to 56"
- DLP (Digital Light Projection) are generally 50" - 60"
- LCD Projection are generally 46" - 50"
- Plasmas range from 37" up to 60" and more

CRT Televisions



CRT Televisions are the oldest technology and are becoming scarce.

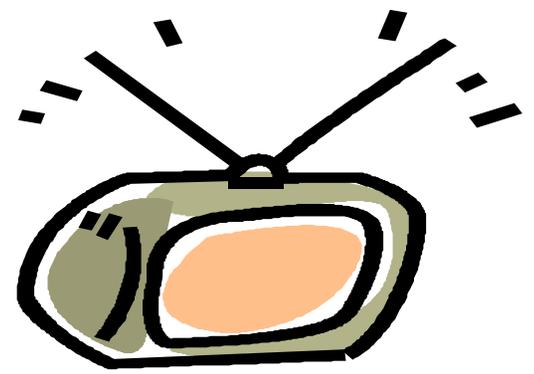
Advantages

- They generate a very good picture.
- There is little or no drop off when viewing at an angle

Disadvantages

- Maximum size is 36"
- They are heavy
- They reflect light
- Only the newer ones are capable of receiving HDTV

LCD Televisions



LCD Televisions are the Fastest Growing Segment for Low to Mid-Range consumers. Costco offers more of these than any other flat panel technology.

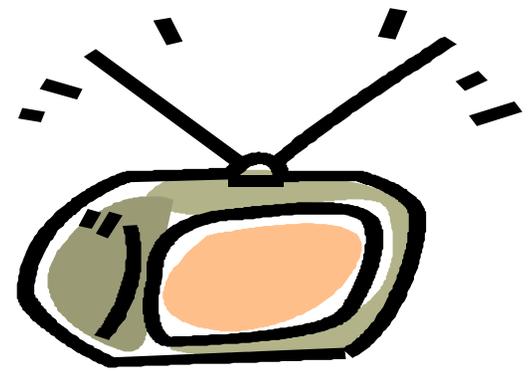
Advantages

- Light Weight
- Can be Wall Mounted
- Available in small (19") to large (56") sizes
- Low amount of light reflected in the screen

Disadvantages

- Viewing drops off at wide angles
- Not large enough for very large home theater setups

DLP Projection Televisions



Digital Light Projection was invented by Texas Instruments. It projects light onto many little mirrors that reflect to the screen. Also called Microdisplay.

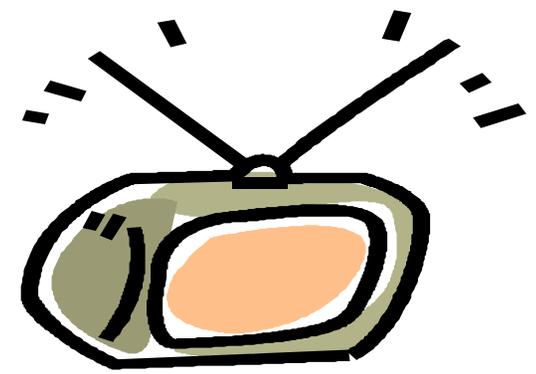
Advantages

- Less expensive than other technologies for the same size screen
- Replacing the projection bulb every 2-3 years regenerates the picture to a new status

Disadvantages

- Larger footprint than LCD or Plasma and cannot be wall mounted
- Picture quality falls off quickly at wide angle viewing

LCD Projection TV's



Introduced by Sony. These look similar to DLP TV's but use a LCD projector in place of all the micro mirrors.

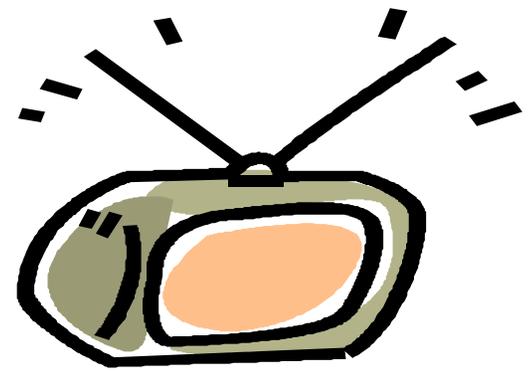
Advantages

- Lower cost than comparably sized Sony LCD TV's
- Doesn't reflect much light from room

Disadvantages

- Heavier than LCD or Plasma TV's
- Cannot be wall mounted
- Picture quality falls off for angle viewing

Plasma Televisions



Plasma Television is losing ground to LCD. It is still popular since it comes in very large sizes.

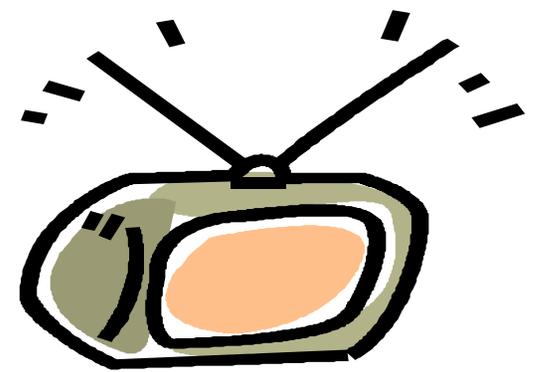
Advantages

- Light weight and can be wall mounted.
- Only choice available for large, wall mounted television
- Most believe it has the best picture

Disadvantages

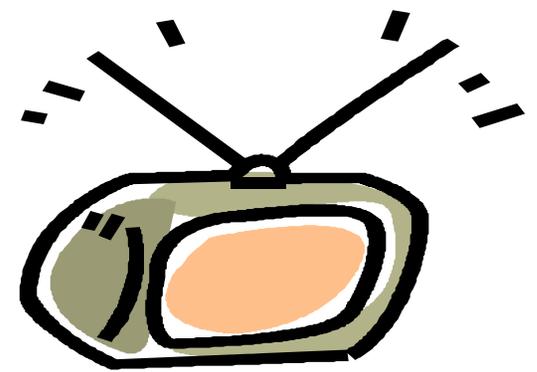
- Uses more energy than LCD
- Tends to reflect light in the room as compared to LCD or DLP

What is HD Television?



Source resolution name	Resolution in pixels	HDTV?	Progressive-scan?	Wide-screen?	Networks/sources
1080p	1,920x1,080	Yes	Yes	Yes	Blu-ray and future HD-DVD players; PlayStation 3
1080i	1,920x1,080	Yes	No	Yes	Includes CBS, NBC, PBS, Discovery HD, Xbox 360
720p	1,280x720	Yes	Yes	Yes	ABC, Fox, ESPN HD
480p	852x480	No	Yes	Yes	Fox wide-screen; progressive-scan DVD players
Regular TV	Up to 480 lines	No	No	No	All

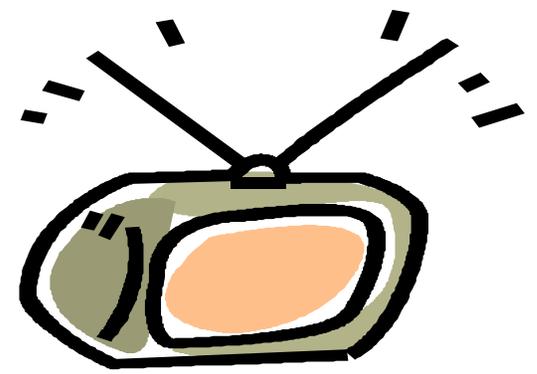
Do I Need 720p or 1080p?



1080P Resolution is the Current State of the Art

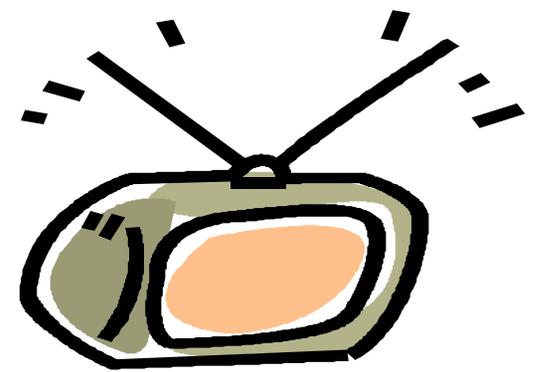
- Only Televisions advertising 1920 x 1080 resolution are 1080P Sets
- Lower resolutions (e.g. 1366 x 768) are considered to be 720P Sets.

Do I Need 720p or 1080p?



- The most significant improvement is achieved by going from normal television to 720p HDTV. It's a dramatic change.
- 1080i offers some further improvement but it is interlaced and may not be the best for fast action sports.
- 1080p is the holy grail (currently) but nothing is broadcast in this resolution (it requires too much bandwidth).
- Only Blu-Ray and HD DVD players will output 1080p resolution.

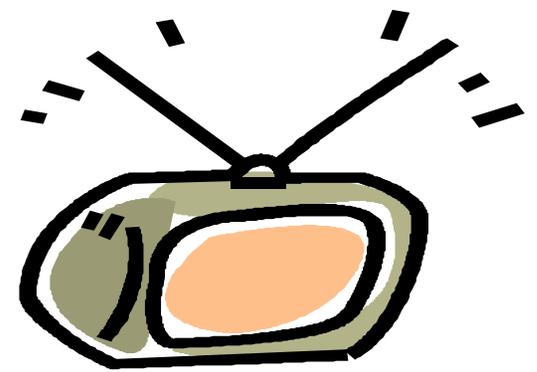
What about the Other Specs?



- Brightness ranges up to 500 cd/m²
- Response time is 8ms and below
- Contrast ranges up to 2000:1

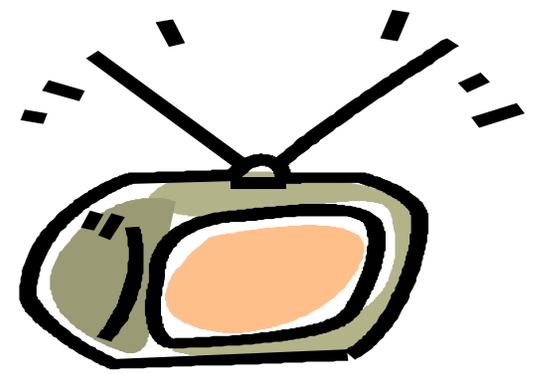
There are so many factors affecting these numbers that using them for selecting a TV is less critical than the basic resolution.

Which Brand Should I Buy?



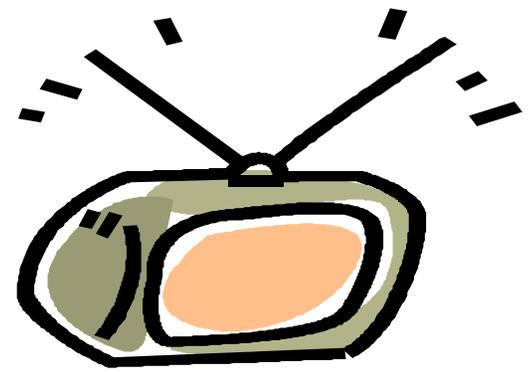
- There are many brands on the market, especially for LCD's. Examples are Samsung, Olevia, Vizio, Sony, etc.
- Currently Sony and Samsung sell the most LCD Televisions.
- Brands like Westinghouse, Vizio, Olevia, etc, are cheaper and are available at Best Buy and other sources.
- Some of the off-brands are very cheap compared to Samsung, Sony, Sharp, etc. You can get a 37" LCD for as little as \$700.
- Don't know about their durability.

Do I Need 720p or 1080p?



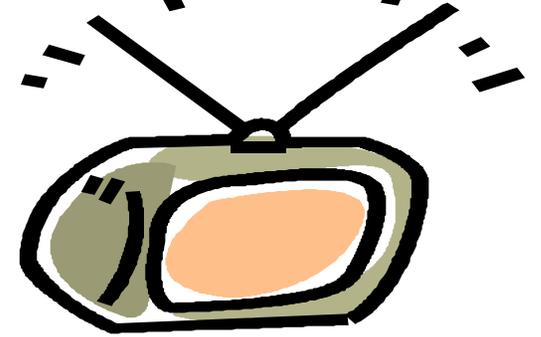
- 1080p TV's are the higher end models and have better connectors, eg, HDMI and DVI. These will give better input from Blu-Ray and HD DVD. Many can be used as computer monitors.
- Currently 720p offers essentially the same quality as 1080p for watching broadcast television.
- As Blu Ray and HD DVD players become more common, the 1080p sets will be somewhat better than 720p.
- Is it worth the extra cost? That is a personal decision.

My Recommendations



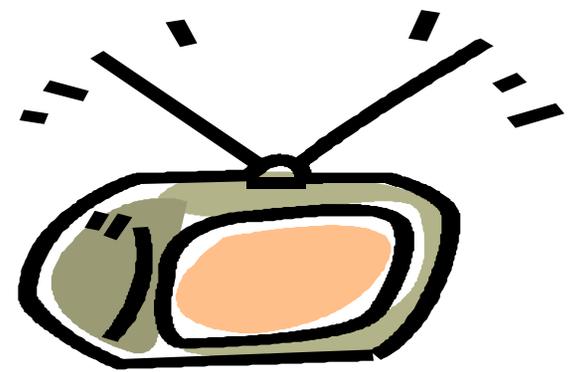
- Get a flat panel HDTV and sign up for HD satellite or cable. Its great for watching sports!
- Get as large a set that will fit in your room. 42" is quite popular.
- If you want the very best, a large panel plasma is probably for you. Be aware that room light reflection can be a problem.
- If you don't need a wall-mountable set, consider a DLP or LCD projection TV and you may save money. Be aware that angle viewing can be a problem.
- If you are concerned about room light reflection, or just want the most popular technology, get an LCD. Pick the brand for which you are most comfortable.
- Buying a 1080p is currently the state of the art but it may not be worth the extra money.

Buy Mail Order or Retail?



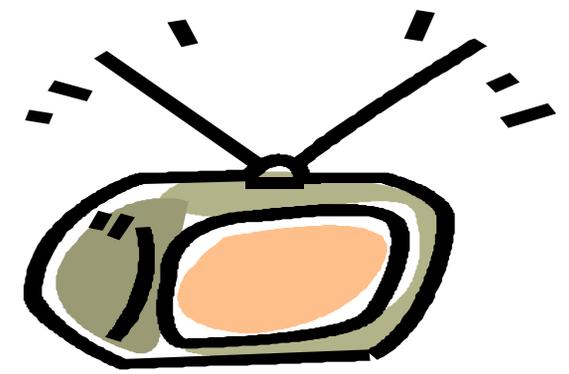
- Retail stores allow you to compare pictures, set sizes, etc. They do charge for delivery and setup.
- Mail order from sites like Amazon can work well.
 - Shipping to your door can be free.
 - Unless you want to wall mount the television setup is a breeze.
 - Often no sales tax is charged
 - You must inspect the set for physical damage before accepting the shipment.
 - If there is no physical damage and the set doesn't work properly, you must use the manufacturer's warranty to get it repaired or replaced.

How about Costo or Costo.com?



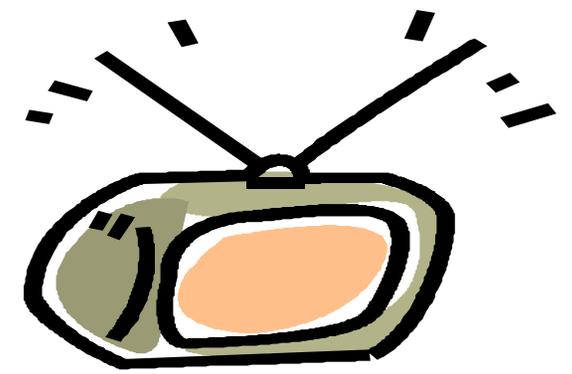
- Costco has a reasonable selection and great prices.
- You can return the set for 90 days.
- Costco.com has a bigger selection of TV's and offers the same service.
 - They extend the manufacturers warranty by two years at no charge.
 - Shipping is often included in the price.
 - TV's can be returned to local store.
 - Setup is \$90 (excludes wall mounting)

Satellite, Cable or Fiber Optics?



- If you buy a new television that accepts HD signals, you must have an HD receiver installed.
- All three types of services provide an excellent picture
- I use AT&T and they provide satellite for TV (Dish Network), DSL for internet, and Local and Long Distance telephone service. I get one bill for everything.
- If you live in Walnut Creek or Concord, Astound is probably the lowest cost service.
- Comcast offers Video on Demand to differentiate themselves.
- It normally costs an additional \$10 per month for HDTV

Just Go Do It!



- HD Television is the biggest improvement since color television was introduced.
- Once you watch sports in HD you will never go back to regular TV.
- The Discovery channel in HD is absolutely astounding. Watch Sunrise Earth or Winged Migration and you will agree.
- Prices are excellent so there is no reason to wait.