

“Wired for Excellence”

A Newsletter from Carmel Audio Video

Issue 1 — November 2011

Video Calibration... What Is It and Why Do I Need It?



What Is Video Calibration?

Video calibration brings display devices (TVs and projectors) up to the high standards set by the Imaging Science Foundation, an organization

dedicated to perfecting the quality of video images for television and film.

Why Is Video Calibration Important?

Have you ever felt that the colors on your TV just didn't look right? Do you ever experience eye-strain or fatigue while watching your TV? Video calibration will eliminate these issues by bringing your TV picture up to the industry standard, which will make viewing an enjoyable experience.

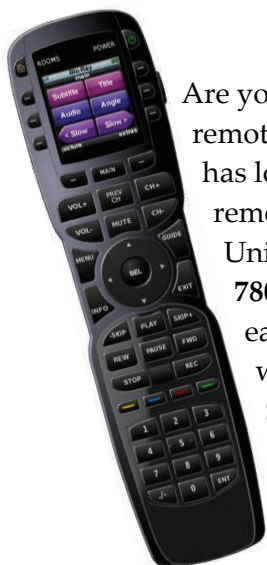
How Will My TV Screen Look After It's Calibrated?

After professional calibration, the colors displayed on your TV screen will be the same colors originally recorded by the camera and you will be amazed at the difference. Your display will have a sharper focused full-resolution image and show full detail in the brightest and darkest parts of all scenes. It will maintain accurate color balance at all picture light levels and produce a full range of accurate colors including flesh tones, grass, sky, and sports jerseys. Your display will have a smooth, cinema theater “film look” with creamy whites and deep dark blacks. In short, the TV screen will do exactly what it was designed to do... reproduce the image that was recorded.

How Much Will It Cost?

Only \$350. Call Carmel Audio Video at (831) 624-4800 for additional details or to schedule an appointment.

The Perfect Remedy for “Remote Clutter”



Are you tired of dealing with all those remote controls on your coffee table? It has long been known that the best remedy for “Remote Clutter” is the Universal Remote Control. The **MX-780** remote is equipped with a bright easy-to-read color LCD screen, which we will customize for you. \$299 plus programming.*

The **MX-980** has all the features of the **MX-780** *plus* the following additional features: a rechargeable base station, a 25-percent larger screen, and the ability to control a multi-zone distributed audio system. \$599 plus programming.*



***Special Offer on MX-780 or MX-980: 10% off remote and programming if ordered by December 31, 2011.**