

3D *LCD* *Digital*
MP3
PLASMA **1080p**
HDMI
Blu-ray *Freeview* **LED**

Confused?

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Buying a new television?

We have the knowledge!

2010 is set to be the most exciting year ever for TV technology.

If you're thinking about investing in a new TV but are worried about all the tech on offer, you'll be glad to hear our passionate, knowledgeable team have all the answers to your questions!

You wouldn't buy clothes without first seeing that they fit, so why do the same with your TV? At Richer Sounds we truly understand the subject of television and how with a little effort it can be transformed into a complete home entertainment experience. This is why all our shops have a wide selection of the latest TV models from all the top manufacturers, professionally set up for you to physically compare, side-by-side.

We're here to explain, in laymen's terms, exactly how 3D TV works and what you need to get the most from it. We can help you understand the difference between Freeview HD

and freesat HD and how you can enjoy internet widgets such as iPlayer, Facebook and Twitter on a TV without having to connect it to a computer. You may now be familiar with the differences between LCD and plasma (if not, we'll explain those too), but do you know what an LED TV is? Again, we'll not only explain the differences but demonstrate them. Whatever your television question might be, come and see us because "we've got the knowledge" – and the lowest prices in town too!

3D TV >>

3D

Decades in the making, 2010 looks like being the year when 3D television finally makes its mark. 3D TV has come on a long way since the days of red and green polarising glasses and when fully launched, it won't just suit films but will be awesome for gaming, too.

Unlike some other retailers who may tell you anything just to make the sale, we're up-front with our customers and provide the full facts not just marketing spin.

If you're thinking about investing in 3D here's a few things to consider...

- 1 We are really excited about 3D TV! Clearly, it may well be the thing of the future, especially for movie lovers and gamers.
- 2 Like all new formats, 3D TV is starting off expensive. The first sets have significantly higher price tags over 2D, although these will definitely fall over time.
- 3 If you are flush with cash and love the latest tech then you should definitely treat yourself to a new 3D TV now or in the coming months. Of course we guarantee the lowest prices on all the latest 3D models as they launch and we'll give you all the free expert advice you need to make the right choice. Please be aware that there are various different 3D standards, which makes it important to use the correct glasses even if they look very similar. Ask us and we'll be happy to explain more.
- 4 The top-of-the-range 3D-TV sets use active shutter technology glasses. These are better at creating a convincing three dimensional image than the passive glasses used by other sets, but can cost up to £80+ per pair. Don't forget you'll need to buy extra sets for your friends and family to wear when they come round.



- 5 If you do take the plunge and invest in a new 3D TV now, you'll also need a 3D source, such as a 3D compatible Blu-ray player and/or a Sky HD box (however you won't be able to use that until later this year when Sky launch their 3D service). A Playstation 3 with the appropriate firmware update is also an ideal 3D source component for playing Blu-ray movies and games. The latest specification 3D-Ready HDMI 1.4 cables are a must too.
- 6 All 3D-specification source components are compatible with all 3D-ready televisions.
- 7 As you may have noticed, there are very few movies or games out there right now, so you may find yourself watching the same content over and over again for a while yet!
- 8 It's early days. Sky have started to broadcast a handful of football matches in 3D, however, these are only being shown in pubs. Sky's in-home service doesn't launch until later this year so do be realistic about what you'll be able to view at launch.
- 9 Don't forget! Your investment in a big 3D (or non-3D) screen really needs an investment in big sound – this well established technology is available now and is already on all movie soundtracks and many TV programmes. Awesome surround sound is very competitively priced and makes your viewing experience come alive. Don't rely on the tiny speakers fitted into today's ultra slim TVs to deliver jaw-dropping thrills – be sure to hear the sound of the TVs on your shortlist before you buy.
- 10 Various health concerns have been publicised concerning diabetics, epileptics, pregnant women, the elderly, children and those suffering from serious medical conditions. Search the internet for more information and consult your physician if you are in any doubt.



To find out if 3D TV is right for you, call into your nearest Richer Sounds store today to see it for yourself and discuss the subject more with one of our team.

