

# HDTV Calibration

## Achieve your video system's full potential through professional calibration

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Your television, whether in your living room or in a dedicated home theatre, is the last link in a chain that began on a movie set or in a TV production studio. Directors and cinematographers spend millions of dollars getting the "look" just right for their movies (or other content). In order to experience a program as those who produced it intended, your display device must be calibrated to the same standards!

Video calibration is critical if you desire the best picture possible from your display or projection system. Manufacturers know consumers are drawn to a bright picture and set their products to produce a high light output in order to compete on the show room floor. Unfortunately, these settings have nothing to do with industry standards or reproducing the best picture quality in your home.

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### What is important for good pictures?

- Source and input settings optimized for system performance
- Display matched to the room (ambient lighting, size and viewing distance)
- Whole picture displayed
- Correct picture displayed
- True image contrast maximized (dynamic range)
- Full detail in the darkest and brightest part of all scenes
- Life-like, full and accurate colours
- Colour balance at all light levels accurately reproduced
- Accurate detail and minimized artifacts
- Less power consumed (**Go Green**) A professional calibration saves energy by 10% to 50% which can be over \$50 per TV
- Looks better longer



Calibration is recommended by: Home Theatre Magazine, Audio Video Interiors, Widescreen Review, Stereophile's Guide to Home Theatre, and Sound & Vision magazines, just to name a few. Don't settle for the out of the box picture. Settle for the best picture a display can make!

At Experience Home Theatre, we are trained and certified by THX and the Image Science Foundation (ISF) in the art and science of optimizing video systems for the highest possible image quality.

