

FINELY TUNED

EXPERIENCE YOUR PICTURE AND SOUND AS THE ARTIST INTENDED

4K TV | OLED TV | TV Calibration. Home Theatre Design 101

4K TV - the facts

I. 4K Picture Quality.

4K promises improved picture quality since it has four times as many picture elements as the current highest HDTV and Blu-ray resolution of 1080p.

2. Content.

Aside from YouTube, 4K today mostly consists of original TV series streaming from Netflix and Amazon. You will need an Internet connection of at least 15 Mbps, and ideally more to successfully stream the 4K content. Netflix recommends 25 Mbps. 4K Blu-ray DVD's will become available soon however there are no 4K TV channels in sight.

3. Should I Upgrade to 4K?

For regular HDTV viewing, no advantage. For 4K streaming and 4K Blu-ray DVD's, definitely.



OLED - the facts

I. OLED v LCD

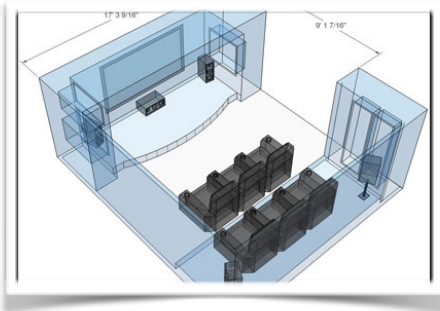
The main TV technology on the market today is LED - backlit LCDs. OLED TVs are the next generation TV display technology.

OLED displays have the following advantages over current LCD displays:

OLED TV's offer a superior image quality.
 OLED TV's provide superior contrast ratio and refresh rates.
 OLED TV's consume less power (as only lit pixels draw power)
 OLED TV's have a much wider viewing angle than LCD TV's and similar to plasma TV's resulting in all viewers enjoying the perfect

Fact Check

Curved TV's do not offer a superior viewing experience.



Home Theatre Design 101

Considering building a dedicated Home Theatre or Media Room? Feel free to review or download the Home Theatre-Media Room Design document to assist you with your project design.

Topics Covered Include:

Budget
Screen Size
Room Acoustics
Airflow
Lighting
Equipment Location
Room Colours
Seating
System Control
System Calibration

Art Production:

The performance is the objective. It is *ART* happening in real time. No two performances may be exactly the same.

Art ReProduction:

Reconstructing a captured performance for the benefit of an audience whenever or wherever they choose to press "play". The goal is to do so with minimal change to the original performance, thereby preserving the *ART*

[Dr. Floyd E. Toole.](#)

TV Calibration - the facts



Surely, the manufacturer has set the TV/Projector up correctly at the factory ?

The manufacturer knows that the first place the TV set will be turned on and displayed is in a competitive retail environment.

In order for their set to compete favourably with the number of other sets on the floor, the manufacturer defaults their picture settings at the factory to produce maximum light and colour output.

When you bring your new television home and watch it at the manufacturer's default setting this is like running a new car with the pedal to the metal every time you take it for a spin.

For the television, this will mean operating under high electronic stress conditions resulting in reduced life of the set, higher energy consumption and for you a less than ideal viewing experience.

So the question now becomes, what is the correct television setting for your room?

Be assured that there is an ideal setting for your television to ensure that you are getting the best picture based on its content and its viewing environment.

At [Finely Tuned](#) we will do the research for you, make the necessary adjustments to your system and guarantee optimum performance for the life of your system.

If It Is Not Calibrated, It Is Not Art Correct