



"Why Should  
I Professionally  
Calibrate My  
Video Display?"

## ***Isn't My New TV Already Making A Great Picture?***

You just spent your hard-earned money on a new home theater video display (TV). So, why don't DVD or HD movies look as good as the cinema version? Why is the grass blue and why don't sports jerseys look the right color?



***Remember how different all those TVs looked at the store, when they were all receiving the same program?***

The difference wasn't so much the quality of the various models as it was the non-standard adjustment of each display.



***A typical display, with factory default settings.***

Manufacturers adjust their models to look as appealing as possible (brightest) next to competing models on a showroom floor. They usually set the user controls and technician service controls for the highest apparent light output, or for a unique look.



***The same display after calibration.***

Even if every adjustment was set precisely to industry standards at the factory, that would greatly increase the cost of your display. And, its performance would still be less than optimum after it was installed in your home, due to the effects of shipping, initial aging, and the unique lighting effects of your viewing room.

***The installer who delivered the display said he adjusted it for best performance.*** Most installers simply adjust the standard user controls until the display "looks right," and don't calibrate it to any specific standard. Then, after the system ages over a few weeks of normal operation, it often looks different again. In fact, manufacturers recognize that your system can look its best and last its longest only when it is professionally calibrated after a short initial aging period.

## ***Professional Calibration Gives You Great Benefits***

When TV programs are produced, transferred from film, broadcast or cut to DVD, the process is precisely monitored on video displays calibrated to industry standards. Your video display can accurately reproduce the full, original quality of those programs only if it is calibrated to the same industry standards.

You can enjoy the full quality capabilities of your new (or older) TV, monitor, or video projector with professional calibration. Your display, the final step in a precisely calibrated video distribution system, can do full justice to the high quality video signal. It can give you picture quality approaching, or even exceeding, that of the local cinema theater. However, more often, a mis-calibrated video display mangles the picture miserably.

***Calibration is one of the most effective and least expensive upgrades you can make to your video system.*** You will see a significant difference immediately.



***A calibrationist uses a color analyzer to adjust background color.***

***Your calibrated home theater video display will:***

- Display a sharper focused, full resolution image.
- Show full detail in the darkest and brightest parts of all scenes.
- Be properly matched to your video system and viewing environment.
- Maintain accurate color balance at all picture light levels.
- Produce a full range of accurate colors, including flesh tones, grass, sky, and sports jerseys.
- Have a cinema theater "film look."
- Minimize picture artifacts (distortions).
- Be easier on your eyes.
- Last up to twice as long as a display with factory default settings.



***A video generator is used to generate precision test signals.***

## ***We Use Professional Test Equipment to Calibrate to Industry Standards***

So how can I get my video display looking the best it can? How do you ever get to see the deep, fully-detailed dark grays and vivid blacks; bright, sharp picture highlights; and most stunning, those gorgeous, colors the production artists wanted you to see?

***Simple!*** Have us calibrate your video display, with state-of-the-art Sencore test equipment, to be as accurate as the displays that the artists and engineers use. Then, you can see the breathtaking pictures and beautiful colors that they intended.

### ***We will calibrate your standard TV or high definition display to produce a vast picture improvement.***

We use a VideoPro Multimedia Generator to generate precision test and calibration signals into every active video input, at every different signal scan format that you will normally be viewing. This may include standard TV, progressive scan DVD, satellite TV, digital cable, computer games, and off-air HDTV.

We precisely calibrate your display's user control default setup (black level, white level, saturation, hue, sharpness) and technician service controls (white balance, focus, SVM, color decoder, geometry, etc.) to industry standards for both night and day viewing.

We use a ColorPro Color Analyzer to analyze the background "canvas" color of your display at all brightness levels. We calibrate the background color to be accurate to the D65 industry standard, as the starting point for overlaying a full range of accurate picture colors. We make sure that every picture you view, no matter the signal source, looks the best that it can –

***just as it was intended to look.***

***A Professionally Trained And Certified Technician Will Calibrate Your Display***

Our video calibration technicians are trained and experienced in the art and science of optimizing video displays for the highest possible image quality. Each calibrationist has been certified through training and testing with the Imaging Science Foundation (ISF). Our technicians are trained in the "systems approach" to providing you with the best possible pictures from your video display system.



***Can my consumer display look as good as the video monitors the professionals use?***

You can get close, and in many cases, just as good. Video display manufacturers are making great products, but they're adjusting their displays to catch your eye, not to move your soul. Calibrating to industry standards is the only way to capture the full potential of your home theater video system.



Video calibration will produce the most accurate image, with the truest colors, with film-like picture qualities, and often with a much longer life. We can make your home theater system look like a system costing thousands of dollars more - giving you a more life-like, engaging entertainment experience that you'll be excited to share with your family and friends.

***Share the artists' vision.  
Have your display calibrated to professional standards and put the WOW!! into your home theater.***

***Anytime Is The Right Time  
With A Professionally Calibrated  
Home Theater Video System!***



Day...



Night!

**SENCORE**

