

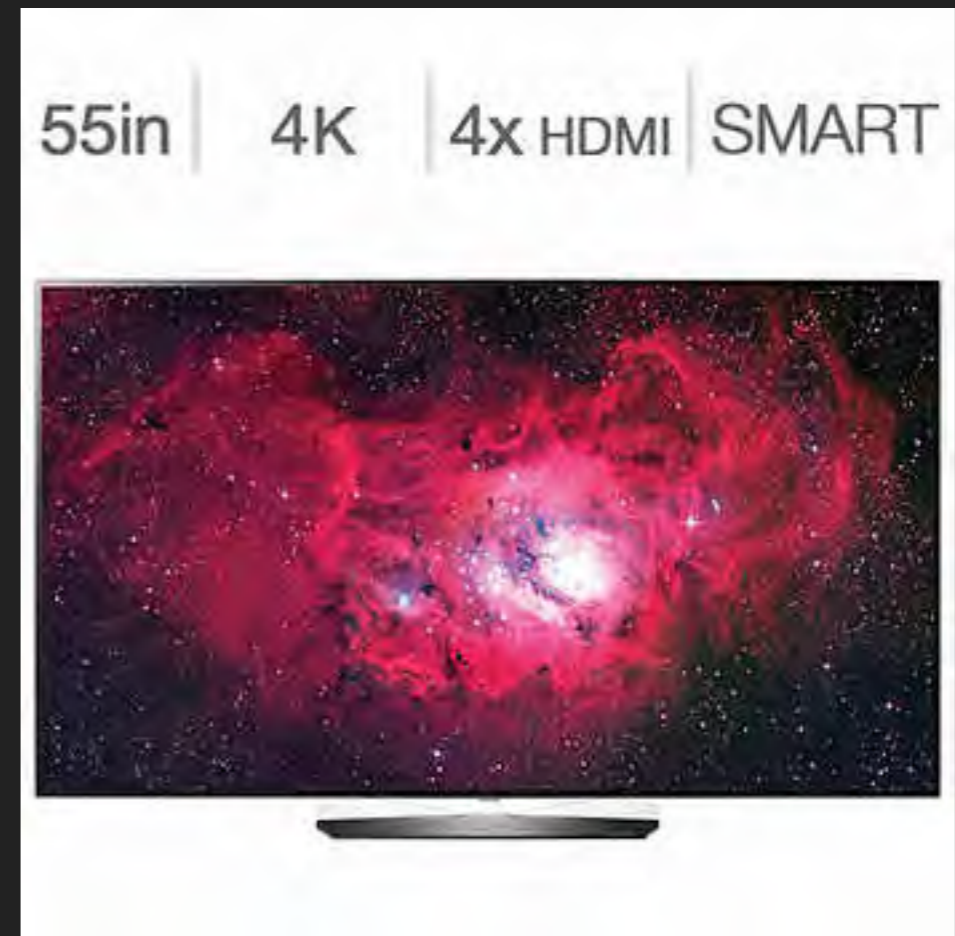
UPGRADING YOUR TV VIEWING  
EXPERIENCE

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**EMERGING TV TECHNOLOGIES**

## HISTORY

- ▶ Tubed - CRT - Color/B&W
- ▶ Hi-Definition-CRT (2000)
- ▶ Hi-Definition-Rear Screen (2006)
- ▶ Hi-Definition - Plasma
- ▶ Projector
- ▶ LED
- ▶ LCD (2010?) 4K HDR
- ▶ OLED (2014 expensive) 4K HDR



# PROJECTORS

- ▶ Unlimited size
- ▶ 130 Inch
- ▶ Advantages?
  - ▶ Huge screen excitement
  - ▶ Cost effective for large screen
- ▶ Disadvantages
  - ▶ Might need a installer



## LED SCREEN

- ▶ Advantages
- ▶ Great performance
- ▶ Great price
- ▶ Lots of competition
- ▶ Thin
- ▶ Purchase easy to justify
- ▶ 4K and HDR
- ▶ Smart Built-In



## OLED

- ▶ Superb picture
- ▶ Real blacks, like Plasma
- ▶ Thin
- ▶ Expensive but dropping in price
- ▶ Will be the new standard - eventually
- ▶ 4K and HDR
- ▶ Useful when viewed close-ups
- ▶ 4K and HDR and more
- ▶ Smart capability built-in



## 4K AND HDR

- ▶ 4K gives you lots of pixels
  - ▶ images sparkle on the screen
  - ▶ Source material requires bandwidth from your ISP
- ▶ HDR gives you better blacks
  - ▶ High Dynamic Range
  - ▶ \*\*\*\*As important as 4K
  - ▶ Greater range of luminance



# OLED VS LED

- ▶ LED TV have a display pixel that diffuses the light into its colors using a rear display light, which is always ON, so blacks are never totally black
- ▶ OLED has control of the display pixel, so no rear light is used, resulting in very black blacks



**LED vs OLED**

What's the Difference?

### LED TV

- ▶ Pricing from \$450-2400
- ▶ Excellent performance for \$500-800
- ▶ Easy to install
- ▶ Important to have HDR
- ▶ Biggest advantage is they are inexpensive yet give good performance.



## OLED

- ▶ Used to be \$ 9000 a year ago
- ▶ Today \$ 2400-5000
- ▶ Some have better speaker systems built-in
- ▶ The standard for the future
- ▶ Screen manufacturer's are LG and maybe Sony
- ▶ Samsung buys displays from LG



## WIRECUTTER.COM & OTHER RECS

<https://thewirecutter.com/>

- ▶ VIZIO is excellent and cost effective (WireCutter)
- ▶ LG has excellent operating system and manufactures the screens for OLED (Wirecutter and Marco Armand)
- ▶ Sony always makes great hardware, but software User Interface often suffers.



## WHERE TO LOOK

- ▶ Costco
- ▶ Amazon
- ▶ Best Buy
- ▶ Canada Computers
- ▶ Signature Audio Video Theater
- ▶ But.....

*☞ Canada Computers & Electronics*



**SIGNATURE**  
AUDIO·VIDEO·THEATER



# WHAT TO CONSIDER AS IMPORTANT – BEYOND PRICE

- ▶ **4K** display is a must
- ▶ **HDR** is as important as 4K
- ▶ **SmartTV** for network access is important for Netflix/4K
- ▶ **Sound** is important-pay a bit extra if built-in sound is a feature (Harmon Kardon/review recommendations on sound)
- ▶ Nice not to have to buy additional sound for enjoyment

# FROM MY FRIENDS

- ▶ **VIZIO** is very cost effective (Chris Duguid)
- ▶ **LG** makes the OLED displays and has best operating system (Marco Arment blog)
- ▶ **Sony** makes great technology (personal experience)
- ▶ **Samsung** - always a leader.
- ▶ **Costco** and **Canada Computers** have good return policies
- ▶ **Amazon** can be used as price comparison.
- ▶ **Black Friday** pricing - make sure you get **Newer**, not **Leftovers**