

Greetings from South Dakota!

The Sencore News is back with an all new look. As we move into the future Sencore has launched a new web site and new extranet site to better serve our customers – check it out at www.sencore.com and www.sencore-e.com (extranet). The new web site contains the same great products and services with a new look and easier navigation. The extranet, which will require registration, is a support tool for you – ftp site access for downloading new firmware and software updates, color calibration setups, CRT setups and more – give it a try.

Sencore received ISO9000 certification recently, meaning our quality standards are second to none...and something you may not know about Sencore – we are a fully equipped manufacturer of test equipment from metal work, board layout and production, to final assembly and everything in between. We have the staff to make Sencore one of the premier US-made test and measurement companies in the industry. On top of this capability, we are approaching 50 engineers to support your requirements in software and hardware design and performance testing.

In this issue of the news we are excited to announce our Lumagen partnership and subsequent release of the RadianceXD High Performance Video processor, which is only our first product in a line of audio and video processors that you will see released in the coming months. These processors are a perfect complement to our video generators, color and light measurement tools, and audio and acoustic analyzers, as we develop software interfaces that will allow full calibration of Home Theater and Commercial AV systems to the highest standards with only a few keystrokes. CP6000 software users – look for an update in the next few weeks that adds some of this capability.



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Don't forget to read the sidebars because there are some end of year specials (Sencore's fiscal year ends July 31st) and pre-CEDIA specials that we think you might find enticing!

Featuring:
RadianceXD



SENCORE

AND

Lumagen

Announcing Long-Term Strategic Partnership

Sencore and Lumagen have formed a strategic partnership to provide the highest quality video in the Home Theater and Commercial AV markets. Pairing the Lumagen Radiance series of video processors and Sencore calibration tools integrators will now be able to completely and flawlessly implement video systems and correct many built in problems in video displays that have not been possible to address in the past.

RadianceXD

The RadianceXD is an extremely high quality video processor and switcher that supports 18 Video Inputs: Six 1080p60 capable HDMI with HDCP, Four SD/HD Component, Four S-Video, and Four Composite. The RadianceXD features two HDMI outputs at Resolutions up to 1920 by 1080, at 60-Hertz (1080p60).

The Radiance family of products offers 10-bit processing, per-pixel standard definition (SD) and high definition (HD) video de-interlacing with adaptive diagonal filtering, edge enhancing scaling technology that, unlike competing products, does not add ringing. Additional important image quality features include temporal noise reduction for both SD and HD sources, and extensive calibration options.

Teaming the Sencore VideoPro generator and ColorPro color analyzer with the Radiance allows 11 step parametric grayscale and gamma calibration and full color space correction independently at all primary and secondary points - ensuring positively stunning picture quality.

"These are perfectly matched technologies that play off of each other's strengths, creating an integrated solution that AV integrators previously have not been able to address without highly specialized personnel and materials. We are looking forward to working together with such a high quality partner company, especially with the caliber of people like Jim Peterson, who has set the bar for quality in the video processor industry," stated Al Bowden, Sencore's CEO.

"By integrating the Radiance family of video processors with Sencore Calibration Tools, display optimization can be done precisely and quickly using Sencore's

user friendly GUI. The Sencore-Lumagen partnership allows Lumagen to focus on product improvements while Sencore provides the 5-star support that they are known for." stated Jim Peterson, Lumagen's Founder.

About Sencore

For over 50 years, Sencore has specialized in Video and Audio technologies and is positioned as an industry leader in test and measurement equipment, as well as operational and demonstration products. Our Communications Group provides technology solutions for a wide range of customers such as broadcasters, manufacturers of broadcast hardware, video production engineers, cable operators, and retailers of video and audio products. Additionally, our Home Electronics Group provides video test and calibration equipment to Custom Home Theatre and Commercial A/V installers. For further info please email: sales@sencore.com.

About Lumagen

Lumagen is a privately held video systems product company. Founded in September of 2001, and headquartered in Beaverton, Oregon, Lumagen provides equipment for the home theater, and commercial, markets providing technology to make movies jump off the screen. Lumagen provides solutions for video switching, calibration, support for unique system configurations, plus deinterlacing, scaling, and video enhancement technology. Together these allow knowledgeable integrators and enthusiasts to provide the best quality and most accurate video images for their theater installations. For further information email us at sales@lumagen.com.

RadianceXD boasts the highest performance video switching, processing and calibration, making it ideal for all high-definition home and commercial theater applications. Available July 1st, 2008. Please contact Sencore at 1-800-SENCORE (736-2673) or email sales@sencore.com for photos, dealer/distributor information, open territories and pricing. For photos or a pdf version, please respond.

Read the following page to see what the industry is saying about the RadianceXD...

LUMAGEN

RadianceXD Video Processor



PRODUCT SPECS

- ▶ 18 video inputs: 4x composite, 4x S-video, 4x component, 6x HDMI
- ▶ 18 audio inputs
- ▶ Programmable input types for maximum flexibility
- ▶ Output resolution 480p to 1080p, plus 1080i
- ▶ Enhanced video processing capability over VisionHDP/HDQ
- ▶ Mosquito/Temporal/Block noise reduction
- ▶ Per-pixel motion adaptive HD and SD deinterlacing
- ▶ Fully programmable scaling and aspect ratio
- ▶ Panamorph Mode 1 and 2 compatibility
- ▶ On-screen setup and control with included remote
- ▶ RS232 serial port for upgrading and control
- ▶ Rack mountable with optional brackets
- ▶ 17-inches (W) x 10-inches (D) x 3.75-inches (H) (3.5-inches high without feet)
- ▶ MSRP \$3,999
- ▶ 241

How do you rate the RadianceXD?

It's a 10 all the way. It is faster, more reliable, and better-performing than any other product we have tried. And they do an excellent job of controlling their distribution and maintaining dealer margins as well.

For what types of installations is it best suited?

Well it's a bit pricey for the average 42-inch LCD TV set, but it makes a big improvement in the picture quality, so most top-of-the-line 60-inch and up flat-panel sales are still good candidates for it. And any serious two-piece projection system will benefit from it for sure. If you spent the money for a Stewart screen, Richard Gray's line conditioner, or Transparent cables, this is a logical part of the system as well.

Describe its feature set.

The first thing you notice is that it has a ton of inputs. I like this because you can bypass the (typically bad) switcher in the AV receiver or processor, even in a big system. The next thing you'll probably notice is that it

has two HDMI outputs. You can use one for the display and one to send high resolution PCM audio to your surround processor. Or if you want, you can use one for the projector and one to send the same processed video out to a second display device. Once it's hooked up, it's time for calibration. There is an extensive amount of adjustability to this unit... If you have a proper meter, you can dial in everything under the sun. And there is enough [memory] to cover all those adjustments. A word of caution: there is no auto-save feature, so be sure to manually save your settings frequently, or you'll lose them if you switch inputs, lose sync, or change scan rates before you save.

What features would you like to see changed or added?

The product is head and shoulders above the competition already, but it would be nice to see a "premium" model with a front-panel display, a super high-end switcher, and really high-quality connectors...maybe even some kind of locking HDMI connections, as well.

THE REVIEWER...

ABOUT THE REVIEWER...

Jason B. Brown is director of system design for Audio Advisors (561.478.3100, www.audioadvisors.com) based in West Palm Beach, Florida. His attraction to the CI world started in high school where he installed car stereos for his friends. With help and encouragement from his dad, Brown got a job at a small AV company as a helper right



He specifies every projection system and screen that the firm sells, aided by solid technical knowledge of all the products it carries.

out of high school in 1994. He says that he has not looked back since. He has spent the last 12 years with Audio Advisors, where he is considered the "video guy."

Audio Advisors has been a Lumagen dealer for one year.

IN HIS OWN WORDS...

"There is always something new right around the corner. Sometimes it's a new product, or sometimes it's a new challenge to make a system work a specific way. The job never feels stagnant."

CP6000 Sweepstakes

The ColorPro 6000 is an advanced calibration system complete with software for calibrating flat panel displays including LCD, PDP, CRT and more. Email: sales@sencore.com to enter the July sweepstakes to win a CP6000.

Let Sencore "FIX" Your HD Installations

What's to fix?you might ask. Everybody loves HD. Not since Aunt Martha performed her last (unfortunate) cartwheel on New Year's Eve have more people said "WOW" in the living room. HDNet, DiscoveryHD, Animal PlanetHD, Any CSI, ESPNHD, et. al., ad infinitum. Glorious images all. Now comes Blu-Ray high definition optical disc to increase the percentage of HD content people watch as a steady diet. So what's the problem? Hold that thought.

When your clients actually make the transition, they fall into a profile that is as predictable as the next Gas Price Increase headline.

Three things occur almost simultaneously.

1. They will make the transition with a much larger screen. Probably from 30 something inches to 60+. In viewable square inch talk, this is likely to be 3 to 4 times larger.
2. Now-a-days, the "transition" installation will probably include an upgrade to a Blu-Ray player.
3. After about 30 minutes, the clients' video standards have indelibly changed. Channel surfers who used to blow by The Discovery Channel now screech to a halt, save it as a "favorite", and call someone else into the room to witness the spectacle of the "Gray Goose Migration".

All of the above contribute to securing the transition to HD a place in television history, right next to the airing of The Bachelorette, season 2.

All of the above insure you will get a call asking you to "fix" the non-HD content...you know, the legacy stuff we all will live with for several generations to come. (who amongst us could give up Nick at Night, QVC or Speedvision...or any of the million-plus movies released in standard definition).

Here's the thing.

Pristine on-screen images are the result of the absence of video artifacts. No artifacts = No complaints. Artifacts are anything that appears in the picture that shouldn't be there (wasn't in the original image). There are color artifacts, motion artifacts, scaling artifacts, luminance artifacts and artifacts that get injected into the picture from countless other kinds of video processing. Many people don't realize it, but ALL fixed pixel displays can only display an image one way. That way is in a progressive scan (all "p", no "i") and in a pixel matrix that is native to that display. In other words, a display that is said to have a vertical resolution of 720 (seven hundred and twenty horizontal lines, top to bottom) cannot display 480, 576, 768 or 1080 or anything that ends with an "i" without some processing magic. That means that there is a lot of video processing going on to get the variety of incoming signals fed to it into a watchable state. It's

Fiscal End of Year Specials

Payment on some packages are under \$150.00



(Left) The Radiance's advanced Mosquito noise reduction cleans up the halo artifacts that lie on hard transitions, like the tree line to sky transition. (Right) The NoRing (tm) scaling and de-interlacing effects are obvious in sharp straight lines, such as the tall grass.

Let Sencore "FIX" Your HD Installations p2

not uncommon for an incoming signal to be "manipulated" a dozen times from source feed to viewing screen. Worse, every stop is likely to add some kind of artifact. Things that were too small to catch your eye on Dad's 27" Magnavox will look like a Monster truck invading your 65" plasma.

Now comes the really good news! You get to choose. You (on behalf of your clients) can relegate all the aforementioned processing tasks to the \$20 chip-set from the low bidder that the manufacturer was forced to install in the front-end of his display electronics OR, you can employ the only real, effective solution to the problem — outboard video processing.

Enter Sencore and the RadianceXD.

The RadianceXD is the latest, most comprehensive offering from Sencore. In addition to a list of features too long and complex for this missive, there are some fundamental

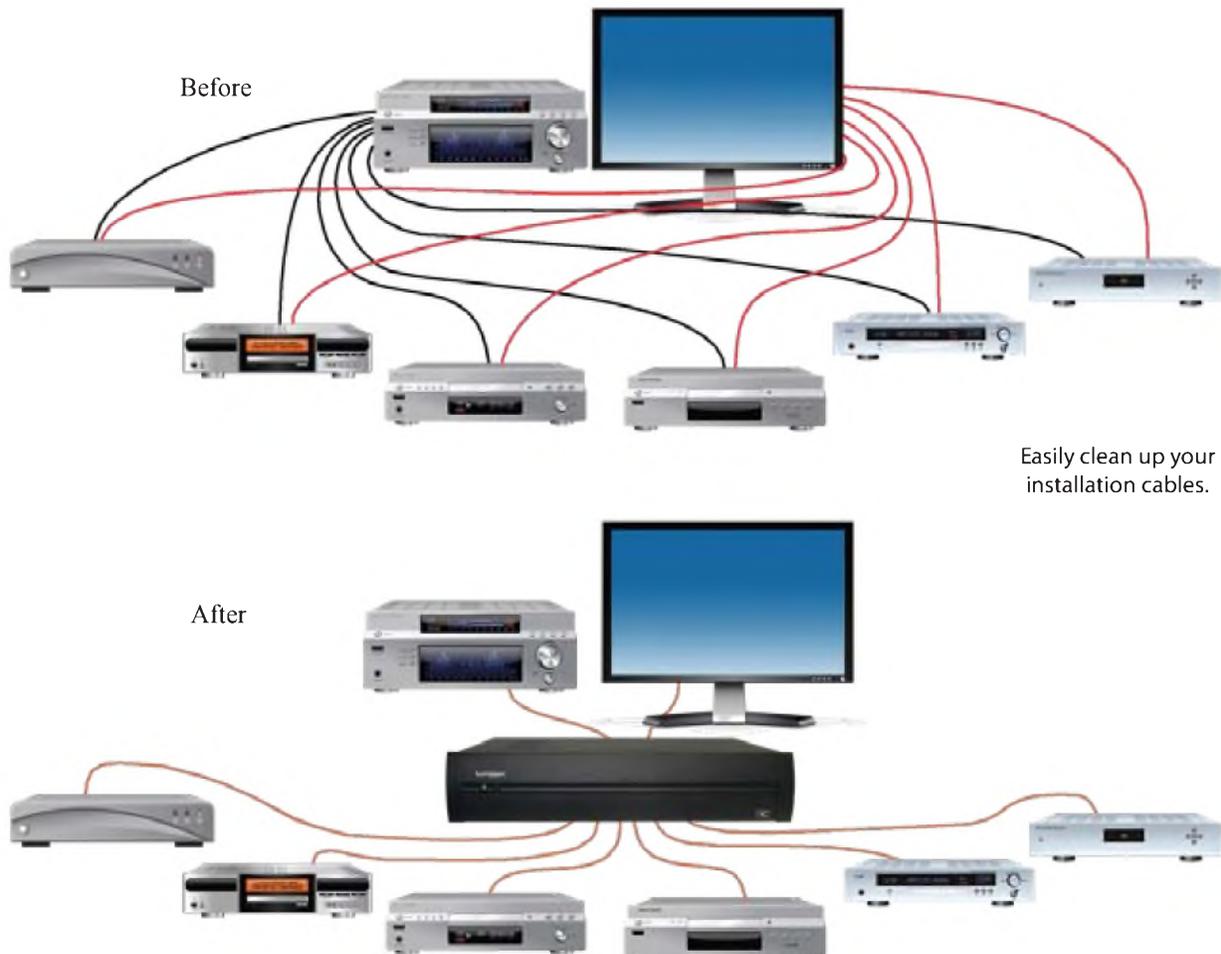
advantages Sencore brings to the table with the RadianceXD.

With HDMI interconnection being a "must" now, many folks are considering a complete replacement of their older, component-oriented receivers/pre-pros (HDMI is the only connection that enables HDCP copy protection, allowing up-conversion of SD content to HD displays). Why not deliver the largest HDMI switcher available (6 in, 2 out) with world class video processing to boot? Another huge advantage inherent in the RadianceXD is the amount of memory available at each input. This means you (or an ISF calibrator) can have an appropriate setting for day and night viewing. Even better, you can implement a unique color temperature setting (5400 Kelvin) for authentic viewing of Black and White movies. Casablanca never looked so good.

While careful examination of the spec sheet

is strongly advised to see all the benefits this flagship processor has to offer, it's safe to say that it will not only make your multi-source installations easier to get right while solving the HDMI conversion problem, it will also make the standard definition content look as good as it possibly can (likely better than your client has ever seen it). Most importantly, it will set your installations apart from those of your competitors and establish your company as the one who has something "special".

The "unintended consequences" of HD are very real and ubiquitous to every installation. You can address them now with the RadianceXD or later when the phone rings. Be proactive and set yourself up for a stream of referral business from the best looking large screen displays in your area. Even Aunt Martha, who now constrains her activities to watching "I Love Lucy" reruns, will thank you...



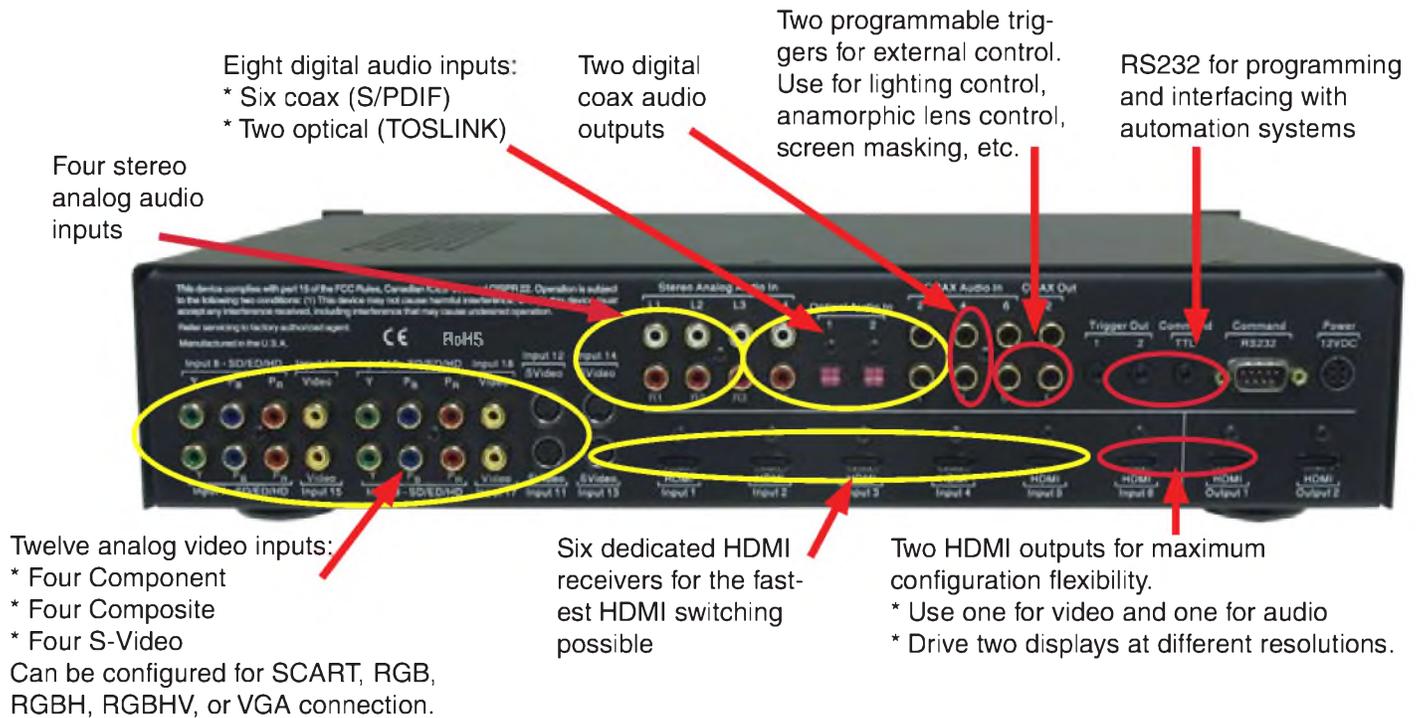
Easily clean up your installation cables.

Let Sencore "FIX" Your HD Installations p3

RadianceXD Inputs and Outputs

The Radiance provides 18 video inputs and 18 audio inputs, two HDMI video outputs and two digital coaxial audio outputs. Visit the RadianceXD webpage at <http://www.sencore.com/markets/high-end-a-v-processing/156> for more information.

Sencore, who recently announced a world-wide strategic partnership with Lumagen, is in the process of adding dealers (North America) and distributors (international) to add this futuristic processor to their product line.



Call 1-800-736-2673
 to inquire about available
 dealer territories and to
 schedule a demo packet.

SENCORE, Inc. Receives ISO 9001:2000 Certification

SENCORE, Inc. is proud to announce we have received our ISO 9001:2000 certificate of registration effective April 16, 2008. We have expanded our Quality Management System to comply with the International Organization for Standardization (ISO) 9001:2000 standard. Sencore was audited by and is accredited by Intertek, an ISO registrar. Certification provides a highly recognizable standard of excellence for Sencore and our customers and will serve as our basis for continual improvement and customer satisfaction.

Our Sencore Quality Management System strives to satisfy customer needs as can be seen from our Quality Policy Statement.

Quality Policy Statement

It is Sencore's policy to continuously strive to conduct business in the best interest of our customers, employees, owners as well as the community by providing our customers with reliable, high quality products and services that meet or exceed their expectations. We strive to be the best in our core technologies by offering our customers the ultimate in support and maximum product value.

We will build quality into key processes at every level by ensuring our customers needs and wants are kept in mind at all times. We seek to obtain and maintain ISO 9001 registration to ensure that management systems which satisfy customers and assist with controlled growth of Sencore are in place. We define, measure, and drive our total quality performance at a corporate level and strive to continually improve it.

We believe this certification demonstrates our commitment to providing quality products and service to our customers.

SoundPro Link: Mac

We have had many requests from customers for a Macintosh application to work with their SoundPro audio analyzers. With Macintosh's prominent position in the audio industry, we are very proud to announce the availability of SoundPro Link:Mac. This application is well worth the wait; it includes all of the important features of its Windows counterpart (TerraLink), and includes advanced support for the new Extreme features in the SP495. This application is compatible with the latest firmware versions on the SoundPro SP295C, SP395, SP395A, and SP495 models.

Main Features

SPLink:Mac has two main modes of operation, Memory Viewer mode for accessing

stored SoundPro memory data, and Real Time Interface mode for viewing SoundPro measurement data in real time. The Memory Viewer allows access to all memory types available on the SP495, SP395A (and SP395) and SP295C. Not all units support all memories. The memory types supported by the different models are shown in Table 1 - SoundPro Memory Types.

Sencore, who recently announced a world-wide strategic partnership with Lumagen, is in the process of adding dealers (North America) and distributors (international) to add this futuristic processor to their product line.

	SP495	SP395A/ SP395	SP295C
Real Time Analyzer (RTA)	X	X	X
FFT Analyzer (FFT)	X	X	X
Energy Time Graph	X	X	X
Time Delay Analysis (TDA)	X	X	
Sound Study Graph (SSG)	X	X	X
Amplitude	X	X	X
Impedance	X	X	
STIPA	X		
MultiBand RT60	X		
Auto Home Theater	X	X	X

Table 1 - SoundPro Memory Types

These memories can be loaded from the SoundPro, saved to disk, viewed and printed through the Memory Viewer. The graphs can be exported as images, for import into many other applications for professional reports or other documentation purposes.

The SPLink:Mac Real Time Interface mode

also can display and work with the real-time data sent by the SoundPro units. There are four SoundPro real-time modes: the Real Time Analyzer (RTA), the FFT analyzer (FFT), the Energy Time Graph (ETG), and the Sound Pressure Level (SPL). These are available on all of the supported SoundPro models.

	SP495	SP395A/ SP395	SP295C
Real Time Analyzer (RTA)	X	X	X
FFT Analyzer (FFT)	X	X	X
Energy Time Graph	X	X	X
Sound Pressure Level (SPL)	X	X	X

Table 2 - Real Time Modes

SoundPro Link: Mac p2

SP495 Only Features

The latest Extreme firmware release for the SP495 added several new features and capabilities to the unit. Some of these features include changes and additions to the memory formats. These changes are fully supported by SPLink:Mac

- High Resolution 1/30th Octave FFT Mode
- 0.1 Millisecond resolution ETG
- Saving memory data to the SD-card

The new high resolution FFT and ETG modes are completely transparent, as the SPLink:Mac software just imports and graphs the data. The interface to the SD card is completely new. This means that you can save several memory "sets" to the SD card and import the data into SPLink:Mac without a serial cable. You simply use a card reader on your Mac to load the memory file into SPLink:Mac. The software will use this

data, just as though it had been downloaded via the serial link, without all of the hassle.

More information on the SP495's Extreme Firmware is available here <http://www.sencore.com/products/audio-acoustics/6>

System Requirements

To take advantage of the SPLink:Mac, you will need at least OS-X 10.4 (Tiger) and a SoundPro SP295C, SP395, SP395A, or SP495. Supported firmware versions are:

SP295C	X
SP395A/SP395	X
SP495	X

More information on SPLink:Mac, including a quick start guide, is available here <http://www.sencore.com/products/audio-acoustics/158>.



Sencore and Sencore Sponsored Training Events

before, during and after CEDIA 2008 in Denver, Colorado

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						August 30 HAA L2 = 8.0 CEUs 3 days at Ramada (on CEDIA bus route) Register: 1.800.736.2673
August 31 HAA L2	Sep 1 HAA L2	Sep 2	Sep 3	Sep 4 Sencore Demos OTC1000, VP40x, and Radiance CEDIA booth 308	Sep 5 Sencore Demos	Sep 6 Sencore Demos
Sep 7 Sencore Demos Sencore Lectures Hyatt/CEDIA each class = 1 CEU Calibrations and Cocktails Ramada	Sep 8 ISF Vid. = 4.5 CEUs Courtyard Denver Cherry Creek Register: 1.800.736.2673	Sep 9 ISF Seminar	Sep 10 HAA Seminar = 8.0 CEUs Courtyard Denver Cherry Creek Register: 1.800.736.2673	Sep 11 HAA Seminar	Sep 12	Sep 13

Special Offers

End of Sencore Fiscal Year - July 31st 2008

Call 1-800-SENCORE to find out about:

1. Zero to low interest investment programs
2. No payments for up to one year (we call this one the economy booster).
3. Product Package Specials

Monthly Investments under \$200.00

Sample Packages

Audio Specialist:

- SP295C SoundPro
- DAG5161 Digital Audio Generator
- MX299 BNC 4-Microphone Multiplexer
- Hardside Carry Case

Video Specialist:

- VP403C VideoPro Video Generator
- OTC1000 Optical Tri-stimulus Colorimeter
- Hardside Carry Case

Sencore and Sencore Sponsored Training Events

before, during and after CEDIA 2008 in Denver, Colorado

1 Aug 30th – Sept 1st All Day HAA Level II – Ramada *

Advanced Practical Training

The Level II HAA Certification Seminar is a structured three day workshop focusing on the art and science of Home Theater Audio Calibration. Qualified students must have attended the Level I Seminar or Level I Prep Course within one year; Level I Certification is not required. Level I lays the theoretical groundwork for the Level II workshop. Look for Level I Prep Courses or special rates for Level I Alumni on Level I seminars.

In order to facilitate the best environment for a “hands on” workshop, teams of no more than 4 to 5 students per room will be formed. The workshop consists of a series of self paced labs over three days. Each Level II student team will design and calibrate a high performance audio system; all work is hands on in the theater room.

Students will learn operation of measurement tools, speaker placement, subwoofer calibration, listener placement, acoustical treatment placement, process documentation and extensive listening training.

Certification is based upon successful completion of the Workshop Team Analysis Report (50%) during the class and completion of an individual Analysis Report completed on a system of the students choice; final practical is due with 60 days of class. While Level I Certification is not required to attend the Level II Workshop, it must be completed to obtain the Level II Certification. 20% rescheduling fee. NOTICE: No rescheduling within 30 days prior to class date.

2 Sept 5 and 6 Lunch 11AM, Labs 12 – 2:30 PM Video Cal Labs – Heavy Hands-On – w/RadianceXD - THX labs 14 displays and projectors, on bus route – Ramada *

Hands-On Video Calibration @ The THX Training Location – 14 displays, RadianceXD training and full calibration. Beginners to ISF Certified calibrators will benefit from these labs. ISF and THX certified personnel will be on site to assist.

3 Sept 6 10AM-11:30AM – Surround Sound Listening Calibration – Lecture – Hyatt Granite A (@ CEDIA)

Day: Saturday, 9/6/2008 Time: 10:00 a.m. - 11:30 a.m.

Room Setting: Classroom Room Capacity: 0-29

Description: Discusses causes of poor soundstage imaging and poor frequency response, measurement techniques, and methods of improving surround sound system performance. Covers room resonance modes, real-time analyzer measurements, and step-by-step system calibration procedures to produce accurate, focused soundstage imaging and smooth room frequency response.

4 Sept 6 2PM-3:30PM – Video Display Optimization – Lecture – Hyatt Granite A (@ CEDIA)

Video Display Optimization

Description: Discusses industry standards for accurate picture reproduction, video display signal interfaces and signal formats, and light and color reproduction on video displays. Covers additive color mixing, tri-stimulus eye response, color measurement techniques, and video display calibration procedures to assure accurate picture reproduction of the original artistic intent.

- Picture quality issues
- Gamma performance setup
- White Balance/Grayscale Tracking calibration
- Color Decoder calibration
- User control calibration

5 Sept 4-7 All Day – RadianceXD Advanced Video Processor and Video Calibration Training @ CEDIA – Booth 308

RadianceXD Setup and Calibration Overview – Learn from the designer, Jim Peterson all the ins and out of the RadianceXD Advanced Video Processor. Learn how to take advantage of all the features.

All Day Booth 308 Training Schedule							
Booth 308	RadianceXD Training				OTC1000/CP6000 Training		
Sept. 4 th	11 am	1 pm	3 pm	5 pm	12 pm	2 pm	4 pm
Sept. 5 th	11 am	1 pm	3 pm	5 pm	12 pm	2 pm	4 pm
Sept. 6 th	11 am	1 pm	3 pm	-	12 pm	2 pm	4 pm
Sept. 7 th	11 am	1 pm	3 pm	-	12 pm	2 pm	4 pm

Sencore and Sencore Sponsored Training Events p2

before, during and after CEDIA 2008 in Denver, Colorado

6 Sept 7 – 7PM – until – Wrap up cocktail party at the Ramada *

7 Sept 8-9 All Day – ISF – Courtyard Denver Cherry Creek, 1475 South Colorado Blvd., Denver, CO 80222

Producing Picture-Perfect Video ISF Certification Seminar ~
Calibrating and aligning video displays for optimum viewing.

8 Sept 10-11 All Day – HAA Level 1 Courtyard Denver Cherry Creek, 1475 South Colorado Blvd., Denver, CO 80222

System Setup for Superb Sound HAA Certification Seminar
~ *Making the high tech audio components and listening room perform together.*

9 Sept 9-11 All Day THX Video Certification - Ramada*

At the end of three days you will have the hands on experience and resources you need to properly calibrate a modern high definition video system. In addition to one day of workbook time, you will have two full days of supervised hands on practice using your choice of high end calibration gear from Sencore and other manufacturers.

* Ramada Inn Downtown Denver

On the CEDIA bus route

1150 E. Colfax Ave

Denver, CO 80218 United States of America

Phone: 303-831-7700 Fax: 303-894-9193

CEDIA Class Descriptions:

Sencore, Inc. September 6th 10:00 a.m. - 11:30 a.m. Hyatt - Granite A

Sencore, Inc. September 6th 2:00 p.m. - 3:30 p.m. Hyatt - Granite A

SESSION 3

Day: Saturday, 9/6/2008

Time: 10:00 a.m. - 11:30 a.m.

Room Setting: Classroom

Minimum Room Capacity: 0-29

Session Type: 90 minute

Class Title: Surround Sound Listening Room Calibration

Description: Discusses causes of poor soundstage imaging and poor frequency response, measurement techniques, and methods of improving surround sound system performance. Covers room resonance modes, real-time analyzer measurements, and step-by-step system calibration procedures to produce accurate, focused soundstage imaging and smooth room frequency response.

SESSION 4

Day: Saturday, 9/6/2008

Time: 2:00 p.m. - 3:30 p.m.

Room Setting: Classroom

Minimum Room Capacity: 0-29

Session Type: 90 minute

Class Title: Video Display Optimization

Description: Discusses industry standards for accurate picture reproduction, video display signal interfaces and signal formats, and light and color reproduction on video displays. Covers additive color mixing, tri-stimulus eye response, color measurement techniques, and video display calibration procedures to assure accurate picture reproduction of the original artistic intent. • Picture quality issues • Gamma performance setup • White Balance/Grayscale Tracking calibration • Color Decoder calibration • User control calibration

CEDIA Price Protection

We guarantee that the prices offered during our End-of-Fiscal-Year Promotion are lower than any price promotions we may offer at CEDIA or we'll refund the difference!