

L.E.D. TV – What is it?

Tech Talk

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As if we haven't seen enough acronyms, abbreviations and new technical terms in home entertainment technology, television manufacturers have once again bedazzled us with a new technology in LED TV's.

As a consumer getting ready for your next television purchase (already overwhelmed by the massive selection of LCD and Plasma televisions) you are now being asked to choose between three types - LCD, Plasma and LED? Yikes!

It's time to relax. LED only refers to a certain type of LCD TV. All LCD televisions are just like your flat computer monitor. There is a screen, with a bright light behind it, the two parts combine to make a picture. Until recently, the source of that light has been a fluorescent lamp, very similar to the kind you might find in an office building. When you purchase an LED tv, all you are getting is an LCD TV with a different type of light source. Yes, its really that simple.

The LED lighting technology (Light Emitting Diode) has a few advantages over the conventional LCD. The biggest advantage is in energy savings. Typically an LED backlight uses around 50% less than a standard LCD. Another advantage with LED design is the simplicity of the light itself. It takes more electronics to make a fluorescent light work. This has the potential to increase reliability and offer lower manufacturing cost.

There are two popular versions of LED LCD's. One type uses "Edge lighting" and the other type uses a concept called "local dimming". Edge lighting incorporates LED lights around the edge of the screen. This allows the television to be made very thin. Often thinner than one inch!

Local dimming uses small groups of lights to divide the screen into sections. Each section can be made brighter or darker independently. This allows the television to achieve greater contrast, or "crispness" of picture. The picture quality is significantly improved by this, however it is also much more costly.

In the end, the decision is much easier when you are looking at these tv's in person.

At Gibson Sound and Vision, we have the latest in LED technology as well as audio and video on display. We won't bombard you with acronyms and specifications. What we will do is, listen to you carefully and do our very best to assist you with your purchase. Every purchase is backed up with the best service in the area. Come in and experience our store, you will be glad you did and we'll treat you like family!



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