

# Specifications – What is really right for you!

## Tech Talk

by Steve Metcalf, Gibson Sound & Vision

Lately, customers have been asking questions like: “What is the contrast ratio on this television” or “What is the frequency response of these speakers”. Both are valid questions, but customers are led to believe that these types of questions are the “right” ones to ask, when selecting new products for the home.

As a general rule, manufacturers do not publish useful specifications. In other words – simply looking at a spec sheet will not tell you what is better. Your eyes and ears are very powerful tools for evaluation and after all, no one knows what you want better than you.

When people go shopping for electronics, they are not out to buy a TV or stereo, they are purchasing entertainment. It's that simple. We have busy lives today and we need to find ways to relax. Entertainment products need to be reasonably priced, easy to use and of good quality. There are easy ways to sort through the mix of products and quickly hone in on what's right for you, without becoming an engineer.



If you would like to know how user friendly that television will be, simply look at the remote control. All of the functions that you will be using everyday will be there. The one with the fewest buttons is the simplest device.

If you would like to know which TV has the best contrast, simply look at the screen. Contrast is the range between black and white. Better contrast offers a more vivid, crisper picture.

Picking out new speakers? Forget about specs, bring in your favourite music and have a listen. Music is always the best program material for evaluating a speaker system.

If you venture into Gibson Sound and Vision, you will discover that we are more than happy to talk about all of the specifications (if you wish) and offer concise, professional explanations to you. If, on the other hand, you would simply rather purchase entertainment products and forget about the technical aspects, we will give you expert advice based on your real needs, without all the jargon.



CUSTOM  
ELECTRONIC  
DESIGN &  
INSTALLATION  
ASSOCIATION  
MEMBER

*"We'll Treat YOU Like Family"*



25 Columbia St. E.  
Waterloo  
519.746.8030

Weekdays 9-9,  
Saturday 9-5:30,  
Sunday 12-5

[www.gibsonsv.com](http://www.gibsonsv.com)