

AFTER THE DUST SETTLES

Tech Talk

by Steve Metcalf, Gibson Sound & Vision

Christmas has passed us by in a flurry of incredible sales as consumers have been presented with bargains on electronics that are just too good to pass up. When sales are so brisk the consumer's needs can easily be overlooked when it comes to HDTV hook-up.

High definition devices connect in a different way than standard definition products. We have a multitude of different cable types, various settings with many devices offering enhanced functionality by the remote control. All of these things are aimed at helping the consumer achieve the maximum entertainment value from each new purchase.

Now that the Christmas season is over, consumers should be investigating whether or not the electronics purchased over the holidays are properly configured and connected. Are you using the correct cable for the job? What about HDMI control? Resolution settings? Audio settings?

There are so many different ways to connect

and control these products it makes it very difficult to explain to everyone the "ins and outs" of the HDTV connection. Every home has different needs when it comes to the connection and setup – and that's where an experienced professional can be most useful.



Now that the dust has settled a little, take some time to drop into Gibson Sound and Vision and discuss your new HD products. We will take the time to ask you some questions about what you have purchased and how your own personal needs factor in with the complicated HD connection and settings. You may require certain cables or accessories to help you maximize your setup. Perhaps you will

require a visit from our custom installation team to properly mount that TV on the wall.

Regardless of what your situation is, we will give you the guidance needed to make the best of your new purchase! Come in and see how Gibson Sound and Vision can help you get even more out of your new audio or video products!

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