

# WHICH ONE IS THE BEST?

## Tech Talk

*by Steve Metcalf, Gibson Sound & Vision*

One of the most frequent questions I am asked is: "which one is the best?" This is a difficult question, but one that always has an answer. The catch is, the answer is different for everyone – and so it should be! Beauty really is in the eye (or ear) of the beholder.

One thing that I never considered until I started working at Gibson Sound and Vision, is that the best product (by technical definition) does not always deliver the best experience. There are as many differences in the quality of movies and music that we buy, as there are products. For example, some of the best sound systems are so clear you will hear all of the flaws in a poor quality recording. If these recordings were made by your favourite artist, then this system would not be enjoyable to listen to. Selecting a TV or a speaker system from Gibson's, that caters to your personal needs, is absolutely the right way to go.

For the hobbyist, audiophile or movie nut, the best product will be the most accurate one (by technical definition) for their needs. In many cases the proper setup and use of these systems requires more time than the average person is willing to or can invest. Once again, Gibson's can help you.

To find the perfect product, it helps to have a clear focus on your own needs. Many of us don't know what we want until we see or hear it. I think it is better to ask yourself what experience you want than it is to ask what product. There is just too much to choose from and we make it easier for you here.

For example, a very important question is "What do you like to watch?" There are features in some TV's that improve the movie viewing experience while others have features that improve clarity in motion. What you like to watch will influence the tv you need

A n o t h e r important question is "When do you like to watch it?" Many tell me that their TV room is too bright for the television they really want, yet they only watch television in the late evening.

When we open the definition of what is best to include you the end-user, you can see that it is much easier for everyone to have the best.

At Gibson's, we not only ask the right questions, but we have the selection of brands that consumers are looking for.

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