

# VALUE FOR YOUR DOLLAR

## Tech Talk

by Steve Metcalf, Gibson Sound & Vision

I remember when microwave ovens first hit the market. In our family one of the first meals attempted with this new technological wonder - was steak. We had no idea that a microwave would turn a steak into a thick piece of leather! Needless to say, if that microwave had been delivered by an expert, who could tell us a little bit about how to use it, we may have been much better off. But countless steaks and thanksgiving turkeys had to suffer the ill fate of being rubberized or exploded in a microwave oven as we tried to make it work the way it "supposed" to.

We weren't looking for a microwave but in fact we were looking for a faster, more convenient way to cook. A microwave was just the product to fit the bill.

Today, with home entertainment, you may think you are looking for a TV or a surround sound system, but in truth you are looking to be entertained. Even though your speakers will not likely cause food to explode, and your TV will not vaporize a pizza pocket, there are many considerations that an audio/video expert can help with to ensure you have the optimal entertainment experience.

When you purchase electronics from Gibson's, we can send an expert to your home to properly set up your purchase and provide you with instructions that will help you to get the most out of your system. Our sales staff will recommend the *right* connection cables and the best way to connect your system. (Yes, there is more than one way to do it!)

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