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We have the **knowledge**
on **Home Cinema!**

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richerSOUNDS

Sound is serious!

In association with

ONKYO

If you've got a great goggle-box, the only way to get the best out of it – to make movies, games and TV much more exciting and immersive – is to match it with good sound.

And even on the best sets, if you only rely on your TV's built-in speakers, you're missing out on at least half of the attraction of watching the big screen at home.

After all, the thinner the TV, the smaller and wimpier the speakers will be.



“Unsure as to what you need to make the sound quality match the image quality of your TV? Tell us what TV you have and we'll talk you through an unbeatable choice of options to suit every budget.”

Steve - Romford store



Great sound doesn't mean a home cinema system need be expensive...

...complex or clutter up your living room. At Richer Sounds, we carry a wide range of speaker systems from full-on fantastic 5.1 and 7.1 surround sound systems, with subwoofers

designed to bring the action bangs, explosions and rumbles to your front room, to soundbars that discreetly tuck under your TV and deliver surround thrills, to a budget, and without trailing

wires everywhere. Real home cinema enjoyment means using your ears as well as your eyes – read on to see how we can help you create your perfect big screen sound system...

What is 5.1 and 7.1 Surround Sound?

5.1 surround sound is a multi-channel sound technology, producing 5 channels of sound in the left, right, centre, left surround and right surround positions.

On top of this, there will usually be a subwoofer, which stands for the .1. This produces bass sounds that the 5 smaller speakers cannot. 7.1 surround sound has two more speakers (thus 7 smaller speakers in total) creating an even more immersive surround sound experience.

“Tell us the size and shape of your room and we’ll be able to suggest the best layout for your speakers. Placement makes all the difference!”

Robin -
Chelsea store

Top Tips for home cinema usage

- There are many different modes on DVD players or home cinema decoders.
- If you’re watching a DVD with a 5.1-channel soundtrack (check the logo on the back of the box to find out), then use Dolby Digital 5.1 as this will replicate the sound as the director intended and as it was played in the cinema.
- Some DVDs only have stereo soundtracks and most television broadcasts are in stereo, but this doesn’t mean you have to listen in stereo. Use Dolby Pro Logic II in Movie mode to create a natural and convincing surround sound experience.
- Equally, rather than listening to CDs, music DVDs, or other stereo content through your hi-fi, put them in the DVD player and play on Dolby Pro Logic II in Music mode – you’ll discover a whole new music collection as your music surrounds you.
- If you choose to have six or seven speakers, use Dolby Pro Logic IIx to best utilise the extra speakers - Music mode for music, Movie mode for movies and Game mode for extra involvement in games!

- Many systems with in-built Dolby Digital 5.1-channel decoders have a Late Night mode built in, which reduces the dynamic range of the soundtrack - i.e. explosions are not suddenly much louder than quiet dialogue and the sound is more even.

If you want to watch DVDs at night without disturbing the neighbours or the kids, make sure you’re listening in Dolby Digital mode and use the remote to find the option to activate or deactivate Late Night listening mode.

- The ‘.1’ of either a 5- or 7.1 set-up refers to the low frequency effects channel reproduced by subwoofers. Speakers generally need a little help to reproduce very low bass. A separate channel for these deep sounds mean that you can control the volume of bass and match it to your environment. If you’re worried about having to fit a subwoofer in your living room, the good news is that bass sounds are fairly non-directional, so subs can be tucked away out of sight!



5.1 Surround Sound Example



The Heart of Home Cinema

Big screen sorted? The “av receiver” is the heart of your new home cinema system – and the key to getting the best pictures and sounds from everything you want to watch.

After all, there’s no point in having a beautiful big screen TV, if everything on it looks and sounds less than brilliant!

Choosing the right home cinema receiver can be a complex process. But don’t worry, we’re here to help. Our experts in-store can help you choose the perfect amp for your needs, budget and living room. But here are the basics...

Inputs

You need enough input connections, of the right types, to match what you want to play on your TV. That can include: satellite, cable or Freeview set-top boxes; CD, DVD or Blu-ray players; games consoles; iPod docks etc. One of our team will make sure your

receiver has what you need for now, and for the future.

Future-proofing – some modern amps can handle 3D visuals from different sources, as well as “upscale” standard TV and DVD content, turning them into sharper high definition pictures.

Networking – some amps and receivers come with wired and/or wi-fi wireless networking built-in. That means they can stream music and movies from your computer and from the internet. It is also possible to watch downloaded movies and listen to digital music in your living room.

For more details, ask our experts in-store, or pop in and pick up a copy of our We Have The Knowledge! leaflet on “Wireless Streaming”.

Channels

The receiver should have enough audio output channels to cope with your speaker systems, one for each speaker. “Spare” channels can sometimes be used to pump sound from your system to another room, or for “bi-wiring” hi-fi speakers – talk to us if you want a really serious home cinema.



Sources

TV

With satellite, cable and free-to-air TV all available in high definition (HD), TV on a big screen can mean big thrills. We’ll help you find the right TV, speakers and home cinema amp or receiver to get the best from your TV signal.

Movies

High definition movies with surround sound are available on Blu-ray discs, which need a Blu-ray player. With extra capacity for pin-sharp pictures as well as great surround sound, Blu-ray players are best for serious home cinema.

They play DVDs and CDs too. And many can “upscale” older DVD discs to sharpen the picture into high definition. Of course, at Richer Sounds we have an excellent range of DVD players too, but these don’t offer high definition images.

Music

As well as traditional CD players, both DVD players and Blu-ray players are great for handling music CDs too. And you can add in a networked amp or iPod dock to bring digital music to the living room.

Games

Games consoles such as the Sony PS3 and Microsoft Xbox 360 bring stunning high definition visuals and surround sound to the latest in cutting-edge gaming. The PS3 plays Blu-ray movie discs too.



“You don’t need to be a technical whizz-kid to set up a home cinema system – nearly everything is colour-coded!”

Paul - Croydon store



Speaker Options

You've got the TV, you've chosen your amp, now you need the right speakers to go with it...



Surround Sound

Walt Disney created the modern cinema surround sound system way back in 1940 for the release of the film Fantasia. These days, home cinema 5.1 and 7.1 speaker sets match what you hear in the cinema, for most people with a combination of all-round "satellite" speakers and a bass-handling sub.

Subwoofer

The "sub" handles rumbling bass noise vital for accentuating action – like explosions, car crashes and shootouts.

Normally it takes the form of a box speaker on the floor, which can be placed just about anywhere in the room.

Satellites

Speakers positioned to left and right, front and rear help you feel right in the middle of the action, with sounds coming from all around you. For the absolute best in surround sound, satellites should be traditional box speakers. But new smaller stylish speaker systems often make for a perfect compromise between great surround sound and the need for something unobtrusive that doesn't

dominate your room. And even the smallest ones pack much more of a punch than the tiny speakers built into the latest slim TVs.



Surround sound speaker systems

Traditional multi-channel speaker systems remain the top choice if you're looking for the very best surround sound experience. These can be broken down into two types: full size classic box speaker designs and more stylish packages with compact satellite speakers that rely heavily on a subwoofer to deliver the bass that such tiny speakers simply cannot. In a typical 5.1 system, they both comprise the front channels, a centre speaker for dialogue, rear channels for surround sound effects, and a subwoofer for low frequency grunt.

Recognising that an increasing number of people just don't want (or aren't allowed to have!) large box speakers in their living room many manufacturers have risen to the challenge of delivering 'sub-sat' systems comprising small satellite speakers and a subwoofer to provide the bass where compact speakers simply can't. These can produce amazing results from really tiny speakers and from subwoofers under half the size of what you'd previously need to accommodate.

Soundbars

Want surround sound but don't want speakers cluttering up your living room?



Check out our range of "soundbars". These are subtle speaker bars, placed above or below the TV, that bounce sound in different directions round the room. Far more immersive than a TV's built-in speakers, but without the complexity or cost of full surround sound.

They work best in ordinary box-shaped rooms, so the surround sound can bounce off walls to your left and right.



Jargon Buster

Analogue v digital

Digital interconnects (or cables) are much better than analogue ones for home cinema systems. One cable can carry a full surround sound signal perfectly from Blu-ray player, set-top box or games console to your amp.

HDMI video cables can carry amazing high-definition pictures (including 3D), plus sound if necessary, from source to amp to TV.

If your system doubles as a hi-fi, this is where analogue cables come in. Make sure you budget for good quality digital and speaker cables to carry the full quality of your sound and picture from source to screen and speaker. Our in-store experts are here to talk you through your options.

Surround formats

There's a bewildering array of surround sound formats, each with their own pros and cons. How many speakers you want around your room is key (more speakers gives a better and more seamless sound but obviously take up more space!) – our in-store team can talk you through all the various options and can advise you on which sources, amps and speakers will give the right surround effect for you.

“We’re here to help you explore the enhanced enjoyment of movies that a bespoke home cinema delivers.”

Top Upgrades

Brackets

Your TV no-longer has to sit in a corner surrounded by set-top boxes. With the latest slim TVs and the right mounting solution, you can hang your TV on your wall, tilt it to match your viewing position, or even slide it away when not in use.

Cables

From speaker cables to “interconnects” that link your various boxes, we're here to stop you from getting in a tangle and make sure you have the right wires for your system. HDMI 1.4 cables for 3D TVs, digital audio cables for the ultimate surround sound and high-quality speaker cables to deliver the best signal to your satellites and sub, we've got the lot.

Furniture

We stock a wide range of stylish solutions for your “set-top” boxes. Good quality home cinema furniture ensures cables are tucked away, vibrations are minimised and there's plenty of room for air to circulate around kit – cooling it.

Speaker stands

Surround sound speaker position is very important to get the best sound out of your system. Our range of stands, and one of our team in-store, can help you make sure that you get the most immersive movie experience by positioning your speakers perfectly.

Surge protectors

For the best picture quality, a surge protector helps shield your audio and video signals from mains interference. And protects precious equipment from damaging mains voltage spikes.

Universal remotes

Juggling several remotes is a pain. We have the answer, from simple remotes that control most brands to high-end programmable touchscreen controllers.

Why Richer Sounds?

At Richer Sounds we have a proud and long history of selling high quality home cinema kit. We're passionate about helping our customers experience the most exciting and suitable home cinema equipment, and our in-store team are experts at choosing and setting up audio-visual systems, whatever your budget. Come in to see us and we'll tailor-make a system for you, to suit your needs, your room, your film and music tastes and your pocket.

- Demo rooms, in most stores, let you experience the jaw-dropping thrills of home cinema in a comfortable homely environment.
- We're experts at building home cinema systems, and we carry a huge range of all the right kit, so we can make sure you get the perfect system for you.
- Our knowledgeable team will talk you through the options & make sure you have all the right cables, remotes, etc. We'll think about the bigger picture so you don't have to!
- Our Managers' Price Challenge guarantees you the best price, even if you've seen it cheaper online. And, unlike other retailers, we honour all our web prices in store.
- Our stores are fun, relaxing places to be – we'll make sure you find buying a home cinema system a pleasure, not an exercise in baffling high-tech jargon!

Come in and let us open your eyes to the wonder of home cinema and surround sound!

