

We have ^{the} knowledge!

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Home Cinema

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Adore TV?
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on **LCD, LED**
& **Plasma!**

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richerSOUNDS

TVs do much more now...

In association with

Samsung SMART TV

Flat screens were just the start. The humble telly is transforming in all sorts of ways and fast becoming much more than just a gogglebox.

The 21st century telly can feature high-speed internet connections, smarter set-top boxes, 3D glasses, media streaming and superb high definition picture quality.

The modern TV is the living room's answer to the computer screen – only 5 times more exciting and 3.7 times more useful to boot!



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TVs have been changing fast, and the good news is that they do so much more than ever before – as well as delivering a clearer, better picture, they can bring Internet browsing and social media to your sofa, turn flat films and sports into stunning 3D, and come in screen sizes that will fill an entire wall, or fit neatly under a kitchen cabinet.

The bad news? You're spoilt for choice! Picking between technologies such as LCD,

LED and plasma is tough enough. Add on pixel counts, Internet connectivity, 3D options and integrated tuners and you've got a bewildering array of choice.

But don't worry, we're here to help! Our experts have been answering the most vexing TV questions for years. And there's nothing they enjoy more than to guide you through the maze to the perfect TV for your needs, your budget and your living room.

“Digital TVs are much easier to set up than non-digital. Plug in an aerial and turn yours on and it will find all the channels automatically, and it will even know the channel names.”

Niall - Holborn store



Get Smart TV

Tellies are getting brains – thanks to new in-built Internet connections and smart set-top boxes, TVs can do so much more than ever before.

“Smart TVs” come in all sorts of flavours with different capabilities from different manufacturers, but they have one thing in common – an Internet connection. Smart TVs plug into your broadband via a cable or wirelessly with wi-fi (an extra

gadget called a “dongle” is sometimes required) and give you access to “apps” purpose-built to work best with your TV's resolution and remote control layout.

Whichever Smart TV system you go for, you'll be using their apps to do things like surfing and emailing, but also watching videos/photos on sites such as YouTube and Flickr, catching up with social media sites like Facebook and

Twitter, as well as streaming radio, TV shows and even rented movies from the likes of BBC iPlayer, 4oD and LoveFilm.

Our experts are here to answer your questions and show you what the different Smart TV platforms are capable of and talk you through what they'll be up to next. From Google TV and Bravia Internet Video to LG Netcast and Viera Connect, we can get you smart on Smart TVs.



High Definition (HD) and 1080p

“High Definition” means more pixels, more resolution and more clarity than standard TVs. Every TV and projector we sell is already “HD ready”.

This means it's going to do a good job of handling high-definition TV, Blu-ray movies and console videogames. An “HD ready” screen is made up of at least 720 rows of pixels (dots), compared with the 576 rows of a standard television, so you get a significantly sharper picture. Like a digital camera, more pixels means more detail.

To make the very most of high definition, especially on a large screen, choose a TV that is “1080p HD Ready”

(also known as Full HD). This means the picture is a massive 1,080 rows of pixels for truly pin-sharp clarity – pause it and it looks like a photo.

Ask for a demo of 1080p in store to see the difference – action movies get brought to heart-pumping life, sports are more tense, emotional and engaging, and wildlife shows are simply stunning. Our in-store team will also help you choose the right high definition “sources” for your TV. Getting an HD TV doesn't automatically mean that you're watching in high definition. If your TV doesn't have Freeview HD or freesat HD built-in, you'll need to plug it into a Freeview HD, freesat HD or Sky HD

set-top box, a Blu-ray disc player or a suitable games console using an HDMI cable so the signal is carried digitally.

“All our TVs are HD ready and have built-in Freeview for free-to-air digital tv”

Jenine - London Bridge store





TV Display Technologies Explained...

So you can choose the best for your home.

LED

LED is the latest, greatest, new kid on the block. An LED TV uses similar technology to LCD, but the screen is backlit with light emitting diodes (LEDs). Fully LED backlit TVs produce a brighter picture with very high contrast – the whites are brilliant, the blacks are dark, and there's plenty of detail in between.

Some LEDs are also much more energy efficient, using as little as half the power of an LCD TV and as little as a fifth the

power of some old plasmas.

If you want a really slim, hang-on-the-wall TV with a bright picture, let our in-house experts show you Richer Sounds' range of sidelit LED TVs. They're usually not quite as bright or high contrast as fully backlit models, but they're engineered to be super-slim. You may have also heard of OLED too (organic LED), an upcoming technology which can be super-slim and super-bright at once.

It's too expensive for big screens now, but smaller OLED TVs are already coming out (albeit at very high prices).

LCD

LCD (liquid crystal display) TVs are the most popular flatscreen choice for good reason. They're more affordable than LED, they're fairly eco-friendly

and are available in a wide range of screen sizes including large ones to rival plasma. You won't get quite the brightness or contrast of its two main rivals, or such a slim design, but you will get a great TV for a very reasonable price. Ask one of our in-store team to demonstrate all three to you and you can judge the differences for yourself.

Plasma

Plasma kick-started the trend for flat TVs and is still a good, affordable option for big screen sizes. You can get large plasma screens that are pleasingly slim and produce an excellent picture, with higher contrast than LCD and comparable with LED. Plasma's only major downside is its higher power

consumption – although this is getting better all the time.

Projectors

For an incredibly big and cinematic picture on which to enjoy your favourite movies and sports programmes, look no further than a projector and screen. Whether you're mounting a projector permanently or just want to place one on a coffee table for a movie or games night, a projector really puts the cinema in "home cinema".

With screen sizes running bigger than the biggest flat screen, all you need to do is turn the lights down and add popcorn!

Unlike LED, LCD and plasma, all you get is the projector itself – don't expect built-in speakers or sources such as Freeview digital TV – you'll need to hook it up to these as separate "set-top" boxes. What you will get though, when partnered with an appropriate surround system, is an entertainment system that will make the hairs on the back of your neck stand up.

With prices dropping recently for really good projectors, speakers and amps, you'll now get more than ever for a very affordable price – ask us and we'll tell you all there is to know.



A New Dimension

Enjoying 3D at home is now surprisingly affordable

If you love movies or videogames you should definitely be excited about 3D televisions. They bring a whole new dimension into your living room and you can immerse yourself in the action as the director intended. Of course you won't watch everything in 3D, but 3D TVs do a great job of normal 2D too.

Initially pricey, 3D TVs are fast falling in price. So if you're buying a new TV anyway, ask in store for a demo of 3D models within your budget. Remember you'll need a 3D "source" too – for example a 3D-compatible Blu-ray player, Sony PS3 or Sky HD box

(and 3D subscription). You will also need compatible glasses to watch in 3D – these are sometimes included.

There are two types of 3D TV technology: ones that use "active shutter" glasses and ones that use more economical "passive" glasses. Active shutter TVs generally give the best and brightest 3D picture, but consider passive if you plan to invite countless friends round to watch the big match in 3D... because they'll all need glasses.

Ask for a demo in-store so you can decide if 3D or which 3D is for you!

"To watch 3D TVs you need special glasses (these are sometimes included). Not all 3D glasses are the same, so we'll make sure you find the right ones for your TV."

James - Chester store



Handy Extras

Home cinema

A great picture is only part of the home cinema experience; top-notch sound really adds dramatically to it too. A major downside of the trend for flat TVs is that there isn't much room for speakers. It's important you get a demo of tellies on your shortlist so you understand what sound you're getting. With decades of experience in sound, our team can hook you up with a home cinema system to suit your budget - one that makes the most of the surround sound signal from a Blu-ray disc, digital broadcast or video game console and plays it through a set of speakers dotted around the room, delivering thrilling movie surround sound and crystal clear dialogue. Whether you want a standard "5.1" set-up of five compact "satellite" speakers and a subwoofer, or something more immersive, our experts are here to help.

PVR

A PVR (personal video recorder) lets you record one digital TV channel while you watch another - a little like your old video recorder, only a whole lot better. Programmes are recorded on a hard drive and there's enough room for many hours of recordings, all of which are stored by name in an easy-to-use menu.

PVRs even let you pause or rewind live TV. And some PVRs record high definition as well as standard definition broadcasts too. Investment in a PVR is one you'll never regret!

Interconnects

You need good quality interconnects (cables) that match the system to get the best from your TV and/or home cinema set-up. Our in-store experts can advise you on which types you need, but for high definition you'll definitely want HDMI cables as analogue cables such as scart are not an option. Planning to watch 3D? Ideally, you need your HDMI cable to be version 1.4 or better - as always our team are here to make sure you go home with the right kit (which often doesn't mean the most expensive!)

Furniture

Our range includes simple mounts that hang your TV on the wall, clever wall-mounted swing arms that let you tuck your TV away when not in use, and of course elegant floor-standing furniture to show off your TV while giving ample shelf space for all your sources.

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. We can even turn your iPod Touch or iPhone into a universal remote for the ultimate in keeping control.



Plug and Play

Make the most of your TV with one or more of these "sources"...

Blu-ray player

For high definition picture quality and the most awesome surround sound formats, Blu-ray is the best source to plug your TV into. Blu-ray disc players also play DVDs and music CDs and in the case of DVD will upscale the picture so it will appear crisper than on your old DVD player. If you're considering buying a 3D TV, be sure to get a future-proof Blu-ray player that can handle movies in 3D.

Satellite or cable

Satellite and cable services like Sky or Virgin Media give you hundreds of TV channels for a monthly fee, often as part of a bundle including broadband and phone calls. Both offer high definition services and even broadcast some content in 3D.

Free-to-air broadcasts

Freeview (built into all our TVs) and freesat (requires an extra box plus satellite dish) both give you dozens of digital TV channels and radio stations for free.

Freeview HD and freesat HD boxes do the same but also include a handful of high definition channels from broadcasters including the BBC and ITV, again with no monthly subscription fee. Freeview HD is now built-in as standard on an increasing number of premium TVs so if this is important to you, do ask which models carry this feature.

Games consoles

You can play video games on your new TV in high definition with both the Sony Playstation 3 and Microsoft Xbox 360. What's more, the Playstation 3 is also an excellent Blu-ray player, and if you've downloaded the latest free software updates you can even play 3D Blu-ray discs.

Why Richer Sounds?

At Richer Sounds we have a proud and long history of selling high-quality televisions. We work hard to ensure that our prices are unbeatable and our in-store teams are extensively trained on digital televisions, hi-fi, home cinema, wireless streaming and all their surrounding technologies. Come in to see us and in most locations we won't just tell you about what the latest Internet-savvy, HD and 3D TVs can do for you, we'll show you your options in one of our demo rooms.

- We're qualified to sell digital TV: every person in our sales team has passed Digital UK's training and each of our stores has been awarded Approved Advisor Stores status. That means we're goggle-eyed experts about televisions and also know what's happening locally with the digital switchover.
- We'll think about the bigger picture so you don't have to - our knowledgeable team will make sure you have all the right cables and kit.
- Our digital TVs and set-top boxes range from the very affordable to high-end models with all the bells and whistles, so we have something to suit every budget.
- Demo rooms, in most stores, let you see our TVs, test our PVRs and hear our surround sound systems in a comfortable environment.
- Thinking of a hang-on-the-wall TV or a permanent home cinema projector? Our home installation service can help you plan it and set it up perfectly.
- We sell our TVs and accessories at the very best prices. And in the unlikely event that you are able to find a price cheaper in-store or on the web, we'll not only match it, but beat it by up to £100 - see our price beat in-store or on our website.

Come in and let us turn you on to your new digital television!