

**Adore TV?**  
We have **the**  
**KNOWLEDGE**  
on **LED, LCD,**  
**OLED & Plasma!**



in association with  **LG**  
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**richerSOUNDS**  
**BIGGEST BRANDS, BEST PRICES, EXPERT ADVICE!**

# TVs do much more now...

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

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

The modern television is now the living room's answer to a computer, with a much bigger screen, so everyone can make the most of online videos.

There are even more advances on the way too. With incredible Ultra HD TVs now on the market and big-screen OLED TVs just around the corner, there's every reason to be excited.



TVs have been changing fast – as well as delivering a clearer, better picture, they can bring internet browsing and social media to your sofa, turn 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 OLED, 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 puzzling TV questions for years. And there's nothing they enjoy more than guiding you through the maze to the perfect TV for your needs, your budget and your living room.

**“We hope this brochure helps to answer your questions. If there's anything else you need to know, ask one of our colleagues in-store, give us a call or visit us online at [www.richersounds.com](http://www.richersounds.com)!”**

Niall - Swiss Cottage Store



## Get Smart TV

Televisions 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 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 won't just be using their web browsers to check your favourite sites, but also using apps to see videos or photos on YouTube and Flickr,

catch up with social media like Facebook and Twitter, or stream radio, TV shows and movies from the likes of BBC iPlayer and LOVEFiLM.

If you have media stored on your computer, smartphone or tablet, you can play it to your TV with DLNA or screen mirroring systems like Miracast; your holiday snaps will really shine on the big screen!

All manufacturers are adding more features to their Smart TV systems, including newsfeeds and lifestyle functions like fitness trackers.

Many also feature a search bar that looks for results from a huge variety of places, rather than single sites, so you can easily find films and TV shows you might otherwise have missed.

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 Smart TV and Viera Connect, we can get you smart on Smart TVs.



## High Definition and Ultra High Definition

High definition means more pixels, more resolution and more clarity than standard definition, such as regular TV channels and DVDs. Every TV and projector we sell is HD Ready, meaning you can benefit from the increased crispness HD offers.

These days, the vast majority of sets, especially at 32 inches and above, are 1080p HD Ready or Full HD. This means they have the same high resolution as the best HDTV broadcasts or Blu-ray discs and show all of this detail in pin-sharp clarity.

If you've never seen Full HD before, you're in for a treat. Ask for a demo and

you'll experience action movies brought to heart-pumping life, sports made more tense, emotional and engaging and wildlife shows are simply stunning.

Our in-store team will help you to achieve this level of performance in your own home.

So what's Ultra High Definition you ask? With screen sizes getting ever larger, there has been some interest in even higher resolution displays. UHD, sometimes referred to as 4K, offers four times the resolution of high definition. This brings a major leap forward in detail and a picture quality

much closer to that of the best digital cinemas in the world.

LG have already released their UHD TV and, with Sky currently trialling broadcasts, it's all set for Ultra High Definition to kick off in a big way this year!

**"All our TVs are HD ready and have built-in Freeview for free-to-air digital TV"**

Steve -  
Romford Store





# TV Display Technologies Explained...

## OLED

OLED TVs are future tech using a thin film of organic semiconductor that lights up when an electrical current passes through it. Unlike LCD and LED TVs, they don't need a separate backlight, so they can be incredibly thin. They also feature super-deep blacks, quick response times and very bright colours, with a wide viewing angle. This currently comes at an extremely high price however, and is unlikely to become mainstream for many years.

## LED

Technically, LED TVs are a new and improved type of LCD, rather than a completely new technology. By using light-emitting diodes, as opposed to fluorescent tube lamps, to provide the backlight, the picture is much brighter. The multiple LEDs used can be set to different brightness levels too, so the darker parts of the screen remain dark. If these picture improvements weren't enough, the LEDs also allow sets to be much slimmer and use significantly less electricity. Because of these advantages, and price reductions over the past few years, LED has overtaken regular LCD technology as the most popular type of flatscreen TV.

## LCD

If you're after fantastic value for money, there are still standard LCD (Liquid Crystal Display) models available that offer amazing picture quality for the money. Perfect if you're looking for an additional TV for another room and don't want to break the bank.

## 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.



# A New Dimension

## Projectors

For an incredibly large, cinematic picture for 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 the occasional 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 televisions, all you get is the projector itself – don't expect a built-in Freeview tuner; you'll need to hook it up to a separate set-top box if you want to watch TV broadcasts. And, although most projectors have a built-in speaker, they're very small and won't draw you into the epic picture. When partnered with an appropriate surround system, you'll enjoy big-screen entertainment that will make the hairs on the back of your neck stand up.

With prices dropping recently for really good projectors, speakers and receivers, you'll now get more than ever for a very affordable price. The latest projectors can match the latest TV technologies step-for-step, including 3D and even 4K Ultra HD. Ask us and we'll tell you all there is to know about the systems that really bring the cinema into your home.



Denise - London

Enjoying 3D at home is now surprisingly affordable

If you love movies or video games 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 fantastic job of normal 2D too.

Initially pricey, 3D TVs are now extremely affordable. 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

Playstation 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, just like the ones you get at the cinema - definitely more appealing if you plan to invite friends around to watch movies or the big match!

**Ask for a demo in-store to see for yourself how far 3D has come!**

## LG's Dual Play - TV for gamers!

All the fun of the two-player split-screen gaming, but each player sees their game in 2D on the whole screen at the same time using stunning new Dual Play technology (requires two pairs of Dual Play glasses).



# Handy Extras

## Home cinema

A great picture is only part of the home cinema experience; top-notch sound adds dramatically to your immersion. A major downside of the trend for flat TVs is that there isn't much room for speakers so it's important you get a demo of the televisions on your shortlist to understand what sound you're getting. With decades of experience, our team can hook you up with a home cinema system to suit your budget - one that makes the most of the 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 even 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 a high speed rated HDMI cable - 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. You can also use your smartphone or tablet as an intuitive remote control for an ever-increasing number of TVs. We have the answer, from simple remotes that control most brands to high-end programmable touchscreen controllers. We can even turn your smartphone, tablet or iPod Touch 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 will upscale the picture so it will appear crisper than on your old DVD player. Most models can play 3D discs and many now support Ultra HD 4K upscaling, future-proofing you against future TV trends.

## Satellite or cable

Satellite and cable services like Sky and 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 and freesat are the two main ways to receive TV without a subscription. Both give you dozens of digital TV and radio channels for free and also offer a handful of HD channels. The difference is that the former uses an aerial and the latter a satellite dish. Freeview is built-in to all of our televisions, and freesat is found on Panasonic and Samsung's higher end models.

If you're after high definition, don't forget to double check your chosen TV has Freeview/freesat HD built-in, as not all TVs support the better broadcasts so do ask in-store to see which models offer this.

## Games consoles

You can play high definition video games on your TV with the Sony PlayStation, the Microsoft Xbox and the Nintendo Wii U. They can all play online movies, and some are Blu-ray players too, but a dedicated machine is a better choice if you're not into gaming.

# Make your TV sound amazing!

TV manufacturers put huge effort into producing the best sound quality possible, but modern slim sets just don't have the room for great speakers. Thankfully, we have a huge range of options to bring the audio to life!

## Soundbars

A soundbar is a sleek speaker unit which sits underneath your TV and gives an instant boost to the sound quality. Many come with a subwoofer, which bring a depth and power that TV speakers just can't manage. Higher end models can create a very accurate impression of surround sound by bouncing sound off the walls. Don't believe it's possible? Come and have a listen!

## One-box Home Cinema Systems

These are so named because everything you need, including speakers, amplifier and usually a Blu-ray player too, comes in one box. It's an incredibly cost-effective way to fill your room with the wonder of surround sound, but they are often somewhat inflexible; you'll likely have to replace the whole system if you ever want to upgrade.

## Home Cinema Separates

For the ultimate in sound and flexibility, a home cinema separates system cannot be beaten. So named because you buy all the elements separately, these systems sound fantastic, offer a wide range of connectivity and can be upgraded over time. The sound will put you right in the middle of the action, whether it's a blockbuster movie, a football match or a video game.

**To see what makes a Smart TV so smart or experience 3D, feel free to pop in. Or, if you're already in-store, grab a colleague and be dazzled today!**

In association with



**LG**

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# 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 televisions, hi-fi, home cinema, wireless streaming and all their surrounding technologies. Come in to see us and we won't just tell you about what the latest internet, HD and 3D TVs can do for you, we'll show you your options too.

## We Have The Knowledge

All of our sales assistants spend a minimum of 5 hours per week undergoing extensive product training. This allows us to deliver the most up-to-date advice on TV, hi-fi, home cinema and wireless gear. Our ongoing staff education program, coupled with our passion for technology, means that we are perfectly placed to help you find your ideal TV.

## Lowest Prices Guaranteed

We'll beat any genuine advertised price, voucher offer, system deal, online and in-store, and we'll give you up to £100!!

We're confident that our prices are amongst the very keenest out there, so we've made it as easy as pie to qualify for our Price Beat. Our Price Beat is even valid for 7 days after purchase.

## Installation

Thinking of a wall-mounted TV or a ceiling-fixed home cinema projector? Our home installation service can help you plan it and set it up perfectly. We will also arrange a

home visit to better understand your situation and to talk through your needs and aims.

## Demonstrations

Demo rooms let you see our TVs and hear our surround sound systems in a comfortable environment.

## Expert Advice

Every person in our sales team is not only highly trained, but also passionate about technology. This means that helping you find your perfect television comes naturally. Plus, our wide range of models from the biggest brands means that we have the right set for everyone's needs.

## Product Compatibility

We 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 TVs range from the very affordable to high-end models with all the bells and whistles, so we have something to suit every budget.

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

