

## **Digital Answer Man:** **The New Generation of Television Sets**

The face of TV is changing and that's great news for consumer entertainment and enjoyment. The "Digital Answer Man" Jim Barry of the Consumer Electronics Association (CEA) examines the variety of new TV sets and displays available.

### **1) What are the different kinds of TV sets available today?**

There are several different types from which consumers can choose. Lets take a look at the most popular:

**Direct View:** the most common form of TV set is called "direct view" -- the image is displayed directly from a picture tube (CRT) behind the glass. Direct view sets vary in size up to about 40" with some models offering the latest digital technology.

**Projection TVs:** Projection TVs offer bigger screen sizes for a true home theater. Rear projection sets range from 40-inch up to 80-inch screen sizes with widescreens ideal for HDTV and for widescreen DVDs. Front projection systems cast images on a separate video screen of up to 100 inches.

You'll find new technologies including Digital Light Processing (DLP), Liquid Crystal on Silicon (LCOS) and Digital Light Amplification (DLA) on many new projection sets. In addition

to spectacular pictures, these technologies allow for much thinner and lighter sets.

**Flat Panel TVs:** Plasma displays (PDP) and Liquid Crystal Display (LCD) are exceptionally thin (4” – 6”) and can be hung on a wall like a picture frame or placed on a table. There are even flat screen wireless TVs that allow users to move the set from room to room.

Both plasma and LCD offer incredibly clear and seamless pictures. Until recently plasma screens were the only choice in very large flat panels, but LCD TVs now come in 40-inch widescreens and larger.

## **2) What kind of TV set should I buy?**

It depends. You need to consider space, décor, design, lighting and, of course, budget.

Direct view sets are still the most common offering a great picture and the lowest prices. For larger screen sizes you'll need front or rear projection, and if you want to hang it on the wall, you'll need LCD or plasma. With an HDTV signal, any one will give a terrific picture as more of us are realizing each day.

DTV sales passed 10 million units earlier this year. While many of these digital sets are expensive, CEA reports the average price has dropped from \$2,000 in 2002 to \$1,500 in 2004. Today you can even find digital TVs for under \$1,000.

### **3) Is my current TV set obsolete?**

No! If you own a traditional direct view TV set, most still provide good value and good picture quality even while new display types are emerging.

### **4) What is Digital Display Technology?**

In the past most TVs have employed traditional analog displays, but with its advanced capabilities and lifelike video, Digital Display Technology (DDT) is beginning to replace analog. Digital displays work like this: video and audio signals are converted into computer code, creating crystal clear video and sound for a true home theater experience.

The new technology enables wide screen and wall mountable flat panel TVs, more compact projection TVs and computer monitor screens with picture quality five or more times as good as analog sets.

### **5) Why would I want a digital display on my television set?**

A digital display dramatically enhances the clarity and brightness of the TV screen. Viewers now get distortion-free images, especially at the corners and edges of the screen. The sleek, slim design of a digital display can also improve the look of any room and take up very little space.

Digital displays offer first-rate picture quality in both darkened and well-lit rooms. And a digital display set receiving an HDTV signal delivers the best picture available today.