

HDTV

SPECIAL SECTION

Monday, November 23 2009

BOOKING: WED. NOV. 18

MATERIAL: THURS. NOV. 29



SETS: Round-up of the latest HDTVs from new LED LCDs, plasmas, to standard non-LED LCDs, from budget to premium. Hands on review of the latest HDTVs priced from low, medium, and high. Focus will be mostly be on a number of new LED TVs and a couple of Plasmas. Review will touch upon growing trends such as LED tech used in LCDs, network/Internet connectivity, thin factor panels, and emerging wireless HD video. There will also be a roundup of value priced LCD and Plasma HDTVs compared against a checklist of bare minimums of what to consider so you aren't stuck 5 years out, as well as reviews found on the Internet.

TESTING: Music and movies to audition home theatre systems: CDs, DVDs and Blu-ray discs to take with you when you're shopping for hardware.

PROJECTION: Various projection sets from home theatre. If you're going to be stuck indoors for six game on an entire wall bring the game and your party to life. Months of the year you should make the most out of your TV viewing experience. Host a party for your favorite sporting event and project the FAQs.

CALIBRATING: Calibrating your HDTV. Does your HDTV picture look like it should? Lesson: Lock the kids out of the advanced picture settings on your HDTV and ensure it is properly calibrated or you'll never realize the picture it can produce.

STREETER: What shows do you like best? Do you watch them in HDTV? What do you understand HDTV to be?

SATELLITE CABLE: Satellite versus cable. The pros and cons, the pricing and packages.

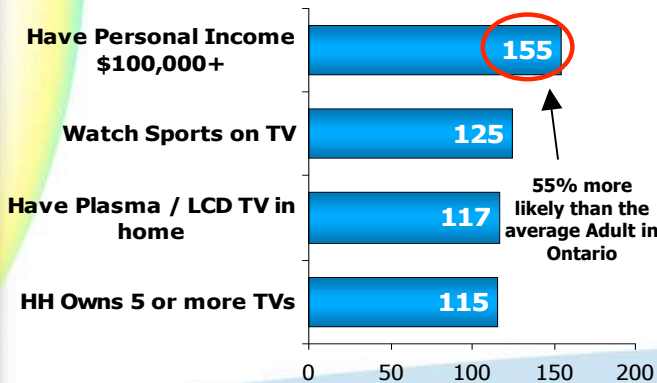
HYBRID: TV goes online. The convergence of broadcast TV and broadband Internet content starts as the first hybrid TV sets appear. These sets will become increasingly common in three-to-five years time and are starting to catch on in Europe. TV manufacturers are setting up services that will enable viewers to download content. Figures from A.C. Nielsen show that online viewing and broadcast viewing are both increasing.

PROGRAMMING: Impoverished TV critic Rob Salem tries out HDTV programming.

3D BLURAY: Bringing 3D home. This summer's hot 3D titles are coming to Blu-ray.

AUDIO: Streaming audio through the house.

Toronto Star readers are excellent HDTV prospects...



The Toronto Star reaches...

- 1,323,000 Adults 18+ in Ontario
- 776,000 Adults with household incomes over \$75,000
- 769,000 Adults who own 2 or more TVs or home theatre systems
- 726,000 Adults 25-54

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