

How do we perform an audio calibration?

We analyze and remedy installation and equipment problems that limit performance, such as incorrect system or loudspeaker polarities, driver defects, and reflections. We calibrate your speaker levels, set the time delay correctly, and determine optimum locations for your speakers and subwoofer(s) based on the room acoustics.

In order to ensure that you achieve rich, reference quality bass and smooth subwoofer integration, we calibrate the subwoofer output level, crossover, polarity, and phase. Our technicians will equalize the low frequencies so that you do not miss any audible information or experience loud, boomy spikes. We will also do a sweep of the room to check and treat any rattles or hums that occur at certain frequencies.

We can recommend additional optimization techniques to achieve crystal clear dialogue and minimize reflections. Treatment methods can be as simple as using a bookcase to absorb sound in reflective areas to acoustical treatment paneling. Our uniquely qualified technicians will help you obtain the best performance value from your audio surround investment.

Have us calibrate your audio system to professional standards and put the WOW!! into your home theater.

**Professional Calibration
Services Provided By:
Marcus Lebeau
THXWS@THXWS.COM**

Do your white's have the blues?



Television picture as shipped from the factory. Inaccurate color due to enhanced blue's. The reason: to emphasize "their" picture within the retail store high ambient light environment.



Television picture calibrated to industry and ISF standards. Accurate color, "recreating the artist's intent."



Have you ever walked into a large television retailer and experienced their wall of televisions? More often than not, they have all of their televisions on the same TV channel which means all the pictures are coming from the same television feed. Yet, strangely, the picture quality and color balance vary widely from set to set. These variations even apply to sets that are the same make and model.

Why is this, and more importantly, how can you tell which picture is the right one?

WHICH TELEVISION WOULD YOU PREFER TO WATCH?

Take a look at the two pictures. Compare the purity of the whites, the natural skin tones, the realistic colors and the improved depth of field between the foreground and background subjects. Both of these pictures are actual photographs of the pre and post calibration status of a brand name High Definition Television (HDTV) set.

Television Calibration and the benefits to you:

1. Prolonged working life of television or projector
2. Optimization of equipment performance
3. Accuracy of presentation
4. Experience the program as the artist intended

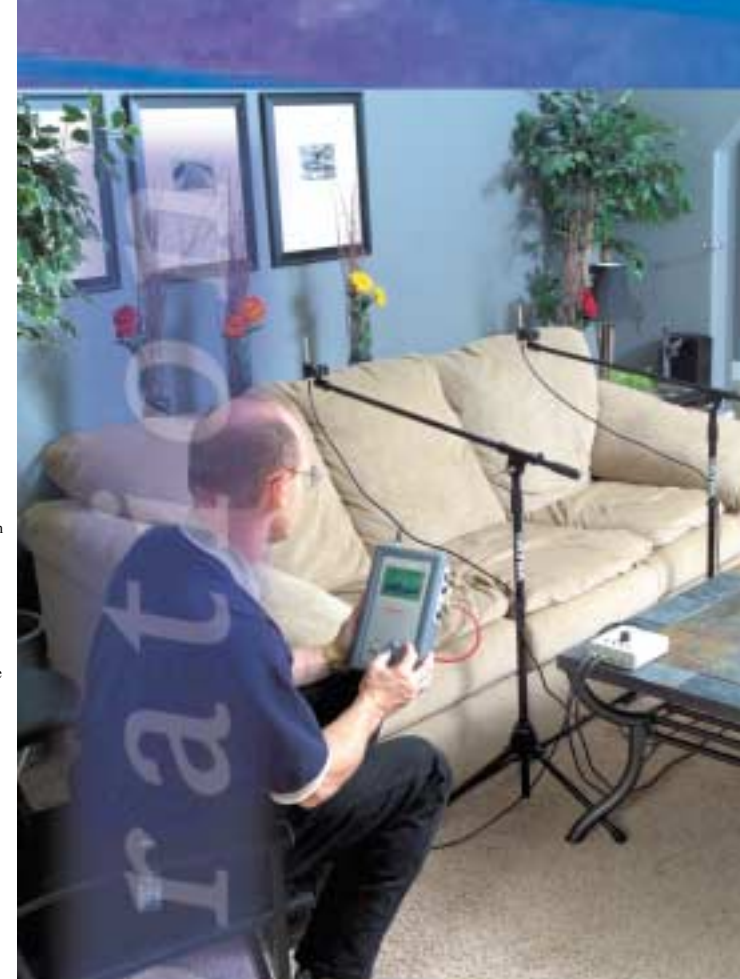
Marcus offers calibration of all display makes and types. We use the latest in calibration equipment and perform all calibrations to both industry and Imaging Science Foundation (ISF) standards. If you would like to receive the maximum return on your display investment while enjoying superb video images for years to come, give us a call. We guarantee that your whites will never sing the blues.



SENCORE



Form #7396



"Why Should I Professionally Calibrate My Audio System?"



"Why should I professionally calibrate my audio system?"

My theater sounds good – why should I calibrate it?

You wouldn't think of driving a "clunker" car with the engine out of tune, the wheels misaligned, and the transmission slipping. You expect the top performance that your car was designed to deliver. Home theater audio is much the same. If you haven't had your system professionally calibrated, it may be giving you "clunker" performance.

But didn't you spend top dollar on components to ensure that your system would sound great?

The fact of the matter is, if you put the same system in two different rooms, that system will sound entirely different in each room. **The room in which you install your system is as much a component of your audio system as the speakers or the amplifier.** This is why audio calibration is so important. You need to have a professional analyze how audio signals behave in your room in order to properly set up your system for optimal performance.

***You want Impact & Clarity,
NOT Boom & Sizzle!***

Movie makers and recording engineers follow specific industry standards to capture and record the sound (Dolby, DTS, SMPTE, and THX). If your sound system and listening room are professionally calibrated to accurately reproduce that industry standard sound, you will be overwhelmed with the experience and sense of "being there." You will hear the soft rustle of leaves in the distance, helicopters will fly right over your head directly in sync with the movie, and voices will be crystal clear. You won't have to turn it up louder in the quiet parts of the movie to hear what they're saying, and then turn it back down again during the action scenes anymore! If your home theater isn't calibrated, you're being robbed of the full experience the director and audio engineers intended.

A professionally calibrated sound system will provide:

- Intelligible dialogue
- Lifelike clarity
- Subtle details at low volume
- Full, smooth sound which envelopes you
- No rattles from pipes or pictures on the wall

Investing in expensive components without calibration can be a terrible waste of money!



We have professionally certified acoustic technicians who specialize in this service.

Our technicians are trained and certified in the science and art of acoustics. Using professional, state-of-the-art SoundPro Audio Analyzers, we will calibrate your surround system to perform better than you ever thought it was capable of. We will also generate an Acoustic Calibration Report from the SoundPro to fully document your system's calibrated performance.

With our assistance, even a modest home theater system can sound like a system costing much more – providing you with a life-like, engaging entertainment experience that you'll enjoy sharing with your family and friends.

Audio calibration is the only way to capture the full potential of your home theater audio system.