

KEMMER TV'S DIGITAL DIGEST

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WELCOME !

Welcome to the start of the second year of my Newsletter. I've talked with some of my clients about this format and most seem to be pleased with it as it is. I will try to make the articles a little less technical but there are a few of you that like the technical aspects.

Anyone, at any time can E-mail me any questions. I will also add any of your friends or relatives to this mailing list.

Just shoot me an E-mail with their addresses or if you have any questions. kemmertv@wi.rr.com

Or call **262-246-6495**

LARRY

WINTER OLYMPICS

The 21st Olympic Winter Games begin with the Opening Ceremony from Vancouver, Canada. Coverage begins at 7:30p ET/PT.

From the Opening Ceremony to the final trip to the podium, NBC will air nearly 200 hours of Olympic coverage over the Games' 17 days. Network coverage features everything from ice sports like Figure Skating, Speed Skating and Curling to snow sports like Alpine Skiing, Luge and Ski Jumping.

With four weeks to go, excitement is building in Vancouver as more than 60,000 will be on hand to witness the Olympic cauldron being lit in BC Place stadium during the opening ceremony. Vancouver has sometimes been referred to as the "No Fun" city but organizers and residents are doing their best to make sure everyone takes home a positive image of Canada's third-largest city.

So far the most popular souvenir has been the more than a million pairs of red mittens, with the Canadian maple leaf, that have been sold at 10 dollars each. While many Vancouverites say they are heading out of town during the Games to escape the crowds those that hope to take in the action are being asked to leave their cars at home.

With a worldwide television audience of three billion expected to watch the Games, American broadcaster NBC said last week it would lose money on the Olympics for the first time in recent memory because of higher license fees the network agreed to pay to show the Games. NBC also said advertising revenue would not be enough to offset the high cost of broadcasting the 2010 Winter Olympics and the 2012 Summer Games. The two billion dollar figure the network paid is one third more than they paid for the most recent round of Olympics.

DAYTONA

For the first time ever, American's favorite muscle car will pace 'The Great American Race.'

For the first time in 40 years, a Ford Motor Company car will be pacing the field for the NASCAR season-opening Daytona 500 when the 2011 Mustang GT, powered by the all-new 5.0-liter V-8 engine, officially starts the race on Feb. 14 at Daytona International Speedway.

This latest version of Ford's legendary muscle car will be a Race Red glass roof coupe with an all-new 5.0-liter V-8 engine capable of producing 412 horsepower, while delivering a class-leading 25 mpg on the highway.

The 2011 Mustang GT Daytona 500 Pace Car model is one of only 50 special editions that will be built and sold to the public. Another element that makes this year's pace car even more unique is that it will be auctioned off for charity before the actual race. Later this week (Jan. 23), the Mustang GT Daytona 500 Pace Car will be offered at the annual Barrett-Jackson Scottsdale Collector Car Auction.

All proceeds over the manufacturer's suggested retail price from the pace car auction will go to help cure childhood diabetes through a donation to the Juvenile Diabetes Research Foundation.

"E" COMMERCE

Traffic to consumer electronics e-commerce sites soared 32 percent from October to November, making it the second fastest-growing retail category after toys.

According to ComScore's Media Metrix ratings service, CE sites grew to 52.8 million visitors in November, led by BestBuy.com with nearly 25 million visitors, GameStop with more than 11 million visitors (up 93 percent from October) and Walmart.com's CE department with 9.9 million visitors (up 139 percent). RadioShack grabbed the No. 4 position with 5.1 million visitors, followed closely by eBay's U.S. electronics department with 4.8 million visitors (up 12 percent), and Buy.com with 4.4 million visitors (up 11 percent).

Total online spending in November rose 10 percent year over year to nearly \$12.3 billion, boosted by an 11 percent increase on Black Friday, to \$595 million, and a 5 percent increase on "Cyber Monday," to \$887 million.

Much to the chagrin of employers, **over 50 percent of all online purchases on Cyber Monday were made from work computers**, ComScore said.

SURROUND AMPS

Prices on AV receivers range from as little as \$100 up to several thousand, but most home theater buyers focus in on the "sweet spot," where you get most of the important features and performance for the least amount of money. We tested the midrange models from nearly all the major AV receiver manufacturers to see how they stack up, and after completing our roundup we came away with some clear picks depending on what you need for your home theater.

The standout AV receiver is the Pioneer VSX-1019AH-K, which we awarded the Editors' Choice. The VSX-1019AH-K does just about everything right--it has four [HDMI](#) inputs, a graphical user interface, and outstanding sound quality. It can upconvert analog video signals to 1080p with average image quality, which is impressive because receivers at this price generally have poor image quality on upconverted sources. The most unique feature is the VSX-1019AH-K's iPod-compatible front panel USB port, which allows you to browse and play back songs from your iPod using the receiver's onscreen display. (Pioneer even throws in an iPod cable.) It's a little more expensive than some of the other receivers we looked at, but you'll feel like you got your money's worth.

The rest of the receivers have their perks, but aren't as well-rounded. The Onkyo receivers are loaded with HDMI connectivity and powerful sound, but have poor upconverted analog image quality. The Denon AVR-1910 has the best upconverted image quality by far, but its sound is just average and it's expensive. The Sony STR-DN1000 comes in cheaper than the other models and has impressive sonics for the price, but it lack some standard features and also has subpar analog video upconversion quality. Coming in at the bottom of the roundup is the Yamaha RX-V665BL; it's not necessarily bad, but we just couldn't find a good reason to choose it over the competing models.

For a more detailed discussion of the strengths and weaknesses of these models, check out our [in-depth comparison blog](#), as well as the individual reviews. **CNET**

MAGIC LAMPS

Consumers will be able to install their own two-source, two-zone multiroom-audio systems by screwing a combination wireless-speaker/LED light into existing recessed-light fixtures in the ceiling, Klipsch promises.

The system supports up to eight speakers for four rooms of synchronized stereo playback.

The system, called LightSpeaker, was developed by Kadence Designs and will be co-branded with both companies' names.

The centerpiece is a light/speaker that screws into a standard-size Edison-type light-bulb socket in almost all round 5-inch R30 and 6-inch R40 recessed ceiling cans, the companies said. The single-piece housing incorporates 2.4GHz wireless receiver, 20-watt digital amp, 2.5-inch driver, active EQ circuitry, and LED light that delivers the light output of a 65-watt incandescent bulb. Switches on each fixture select the speaker for left- or right-channel playback and zone one or two operation.

Music is delivered wirelessly up to 50 feet from a tabletop transmitter that connects to one or two audio sources. The base's controls consist of zone and source selection, volume, mute, light turn-on, and light dimming. Light dimming is controlled separately from audio volume. The functions are duplicated on a handheld RF remote.

Neither the remote nor the base controls the functions of connected sources, which connect via RCA and minijack inputs.

At the end of January, Klipsch will offer the speakers on its web site in a \$599 package consisting of two speakers, a transmitter, remote and other accessories. Additional LightSpeakers will cost \$249 each. Broader distribution is planned in March.

In some cases, consumers will have to remove the existing light fixture's trim ring, reflector, and other socket plates or clips until the Edison socket is hanging from its wires. Consumers then screw the light fixture into the socket and use an included trim ring and tabs to hold the fixture in the light can.

The light speakers will install in many pendant lights

WIRELESS BLU-RAY

LG Electronics has unveiled a wireless Blu-ray Disc set-top player that holds an unusually large 250GB harddrive, capitalizing on the growing options for consumers to download content through Web connections.

Expected to launch this year, the BD590 integrates online movie download service Vudu, as well as allows for storage of photos, music and other media.

People also will be able to copy and archive their CDs onto the player's drive using the new feature 'MusicID.' Powered by Sony-owned Gracenote technology, 'MusicID' will allow people to hear an entire song playing within a movie or TV show using the BD590's remote control.

The player also offers Web access to LG's suite of online partners, including Netflix, CinemaNow, YouTube and Pandora. New LG online partners for its 2010 Blu-ray line are the Picasa photo service and AccuWeather forecasts.

"LG is committed to offering consumers easier access to more content on demand, which is reflected in our 2010 line of Blu-ray products with new content partners, advanced technology and unique design," said Peter Reiner, senior VP of marketing at LG Electronics USA.

At the Consumer Electronics Show in Las Vegas in January, LG also will tout its rollout of its first 3D-ready LED TVs, the LE9500 series in 55-inch and 47-inch models. The TVs, and most of LG's new TV displays, also include newly integrated partner Skype. With the addition of a separate camera and other equipment, people will be able to make free video and voice calls over the Web via participating TVs.

Vizio has unveiled an ultra widescreen 58-inch HDTV that's intended to mirror the widescreen of a movie theater.

Mount Baker in Washington state is the world record holder for the most snowfall in one season. In the winter of 1998-1999, the ski resort recorded 1,140 inches (29 meters) of snow.

3-D

Do you want to watch Avatar in eye-popping 3D in your living room?

3D television is the Next Big Thing at the Consumer Electronics Show (CES) in Las Vegas right now, with several big-name set makers due to release their first 3D-capable televisions this year. Sony has been talking it up for months and, by 2013, the consumer electronics giant hopes that somewhere between 30 and 50 per cent of all new Sony televisions sold will include 3D features. Even the PlayStation 3 will get a firmware upgrade to 3D, although you'll still require a 3D television.

Thankfully 3D glasses have come a long way since the red and blue cellophane jobs you got with Pizza Hut boxes back in the 80s. When the IMAX 3D theatres first opened in the 90s you had to wear bulky LCD shutter glasses which quickly covered each eye - they were heavy and they tended to give people headaches. Today at IMAX you just wear a set of over-sized sun glasses with different polarization in each lens, which are lighter and a lot more comfortable because they don't contain any electronics.

Another format war already seems to be brewing, with some TV manufacturers showing off cheap passive polarized glasses at CES while others are opting for slim-line active shutter glasses that run on batteries and link to the television wirelessly. You can bet the active glasses will be expensive, making them a nice little money-spinner for TV makers as people won't be able to watch movies in 3D unless they've got enough glasses for everyone in the room. I wouldn't put it past each vendor to use a slightly different format so your friends can't bring around their own glasses unless they own the same brand television. If anyone loves an expensive proprietary format, it's Sony.

So what about the latest 3D movies? I've seen Avatar in 3D at IMAX and it is amazing. It was the first 3D movie I've seen that wasn't merely designed to show off 3D effects, so it wasn't full of people swinging punches at the camera just to give audiences a thrill. In many parts the 3D was far more subtle.

I doubt movie-makers have decided to resurrect 3D just to help with story-telling, it's about finding ways to keep people paying for content - such as going to the cinemas. I suspect that even people who tend to illegally download most movies will still pay to see Avatar in 3D at the cinemas. Of course releasing 3D televisions would seem to negate this, but you can bet 3D televisions and content will come with yet another layer of Digital Rights Management. I'm sure that's one of the reasons why Sony opted for active shutter glasses, to give it another layer of control over the viewing experience.

3D might be great for visual feasts like Avatar but, apart from blockbuster action movies, I don't think people will be rushing to embrace 3D for movies. When it comes to dramas, for example, people want to become engrossed in the plot rather than be distracted by the special effects. Perhaps games consoles might offer the best platform for 3D to win acceptance in living rooms.

Smh.com

GAMERS

As the game console wars rage on, new findings from Nielsen may give Xbox 360 fans a little more fodder for their bragging rights.

According to the market researcher, Microsoft's Xbox 360 is the most-used console when measured by its share of total usage minutes, capturing 23.1 percent of gaming time. It is followed by the PlayStation 2 with 20.4 percent of usage time and the Nintendo Wii with 19 percent. Surprisingly, the PlayStation 3 didn't make the list top-three list.

But Nielsen didn't stop there. The company said that 54 percent of American homes own a game console or handheld system. And so far, 41 percent of homes have at least one current-gen console.

Perhaps one of Nielsen's most important findings relates to gamers themselves. The research firm found that active female gamers (those who play at least one hour per week) represent 45 percent of the entire gamer market.

The rise in the number of female gamers was buoyed by both the Nintendo Wii and Sony's PlayStation Portable, which have high female-gamer populations. According to Nielsen, 49 percent of Wii players and 52 percent of Sony PSP gamers are female.

THE DIGITAL HOME

TV's

As of November, according to media researcher Nielsen, 29.9 percent of TV-owning households in the U.S. have four or more televisions--that's very close to one-third of the 115 million domestic domiciles that have at least one television set.

Among the other, relatively impoverished TV households, 25.1 percent have three sets, 28.3 percent have two, and 16.7 percent have a measly single TV.

As you might expect, that many televisions translates to some lofty numbers in other TV-related sectors. Nielsen found that 103.6 million U.S. homes are cable- or satellite-ready. Approximately 51 million American homes have digital cable.

The market has also moved decidedly towards high definition. Nielsen said that 47.4 million homes in the U.S. are HD-capable.

Meanwhile, Americans are moving away from older tape technology. Nielsen found that there are 75.8 million VCRs in American homes today, down 10 percent since 2007. There are currently 101 million DVD players in households, which represents a slight (1 percent) increase since 2007. But it was the DVR that enjoyed the most growth over the past three years. Nielsen said that there are currently 36.7 million DVRs in homes across the U.S., a 12 percent increase since 2007.

Of all the video content consumed in the U.S., just about all of it--99 percent--is still delivered via the television, Nielsen reported. **The average American watches a whopping 31.5 hours of television per week**, while kids between the ages of six and 11 watch 28 hours of live TV every week. (Those findings jibe with figures released in December by the University of California at San Diego, which concluded that "a large chunk of the average American's day is spent watching television.")