

KEMMER TV'S DIGITAL DIGEST

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WELCOME !

March finally arrives and everyone's thinking winter is just about over. Even though it's not, the warmer temperatures allow me once again to gain access to roof tops. All winter long I have kept in the back of my mind those days in July and August some of you had me in your attics.

As always, if you have any questions you can E-mail me at kemmertv@wi.rr.com Or call **262-246-6495**

Now you can also visit my new website at www.kemmertv.com

LARRY

THE TRUTH ABOUT 1080P

In the last couple of years, there has been a big influx of HDTVs with 1080p native resolution, which typically cost a good deal more than their lower-resolution counterparts. But as we've been saying all along, once you get to high-def, the difference between resolutions becomes much more difficult to appreciate. We've done side-by-side tests between two 50-inch HDTVs, one with 1366x768 resolution (a.k.a. 720p) and the other with 1080p resolution, using the same 1080i and 1080p source material, and it was extremely difficult for us to see any difference. It becomes even more difficult at smaller screen sizes or farther seating distances—say, more than 1.5 times the diagonal measurement of the screen.

We're not telling you to ignore 1080p HDTVs. They technically do deliver more detail, which can enhance the viewing experience for more eagle-eyed viewers. Also, many manufacturers build other picture-quality benefits, such as better contrast and/or color, into their 1080p HDTVs simply because those sets are the high-end models. And given the continuing march of technology, we expect more and more 1080p models to become available at lower and lower prices. Today, however, the premium for 1080p is still pretty steep, and unless you're getting a very large set, we don't recommend basing a buying decision on whether or not the television has 1080p native resolution.

CNET

DIGITAL GREETING CARDS

Pandigital has its recently introduced Photo Greeting Card line — a selection of greeting cards with a built-in LCDs that can show digital photos.

The cards allow quickly uploading and displaying up to 50 digital photos on a 1.44-inch digital photo screen. Photos

automatically play back as a slideshow, the company said.

Pandigital is shipping the greeting cards now at a \$9.99 suggested retail, each.

"These new Digital Photo Greeting Cards extend the concept of the greeting card by allowing consumers to send a truly personal greeting to family and friends," stated Dean Finnegan, Pandigital CEO and founder. "These cards are available for most special occasions and are so unique that the card can actually be the gift."

Each card comes preloaded with easy-to-use photo-transfer software that is both Mac and PC compatible. Consumers simply use a USB cable to connect the card's mini USB jack to a home computer.

Users follow a few easy steps to select the photos to be shared on the card. The cards accept JPEG, GIF and BMP photo formats.

Additionally, consumers receiving the card can save the photos on the card to a home computer by the same process.

The new Pandigital Digital Photo Greeting Cards come in a selection of styles and designs, including sentiments for love, thinking of you, anniversaries, congratulations, birthdays, happy holidays and season's greetings.

Each card turns on and off as the card opens and closes for a dynamic greeting card experience. If the card is left open, it will automatically turn off after five minutes to preserve battery life. Each card will last for up to two and half hours of total battery life.

TWICE

BLOCKBUSTER

Washington, D.C. (March 2, 2010) -- Blockbuster has reinstated late fees on DVD and Blu-ray movie rentals at retail stores, Home Media Magazine reports.

The web site says the fees began yesterday. New release movie rental periods for \$4.99 titles has been cut from seven to five days; a \$1 per day late fee will be assessed for up to 10 days after the deadline.

The late fee will also apply to one-day DVD and Blu-ray disc rentals.

Before the reinstatement of late fees, customers received a 10-day grace period and charged a \$10 fee after that, the site said.

Blockbuster, which had eliminated the controversial late fee policy in 2005, has been experiencing financial difficulties in the last few years due to increased competition from online services such as Netflix.

REFLECTIVE SCREENS

For the record: I hate reflective screens.

In the past, I've written about how I hate them on laptops. And, judging from the reader comments, many of you hate them as well. Unfortunately, it seems like our pleas are falling on deaf ears.

Matte screens are becoming harder to find on laptops: you usually have to search out "business" models, which are sometimes lean on consumer-friendly features and pricing. So, if you're not in a totally darkened environment, you're left staring at your own reflection in the screen, instead of at your work.

Now the trend is extending to TVs, as well. Once upon a time, plasma screens had reflective glass, while LCD screens had matte finishes. But as LCD continues to take market share from plasma, the LCD TV manufacturers are struggling to distinguish their products from one another in the marketplace. And with the spec sheets becoming ever more identical--1080p resolution, LED backlighting, 240Hz refresh rate, zillion-to-one contrast ratio--design becomes more important than ever. In addition to ever thinner panels, shiny, glossy, highly reflective screens are becoming the norm in LCD land.

The cynic in me still thinks the manufacturers really prefer the glossy reflective screens because they "pop" on the showroom floor at Best Buy--shoppers eyes are drawn to shiny baubles, even if they're \$3,000 big-screen TVs.

But, to be fair, the glossy screens aren't entirely cosmetic. Manufacturers claim that the glossy screens preserve black levels by focusing the reflections rather than scattering them in a more diffuse pattern. So, you'll see the light from a window will only take up that much space on the screen, instead of having the larger discolored white blob you'd see on a matte screen.

While that's certainly true, the fact is that I find the diffuse matte reflection to be much less objectionable than seeing a mirror image of my living room staring back at me.

John Falcone

NO INTERNET FOR SOME

In a National Telecommunications and Information Administration survey of 50,000 people, 30% of the respondents said they are not using the Internet either at home or on the job, according to [B&C](#).

The data, commissioned by the NTIA through the Census Bureau, shows that the poor, seniors and minorities continue to lag behind other groups in adoption, B&C said. It also shows that broadband adoption is up from 2007, from 51% of all households to 64%.

72" VIZIO

Vizio formally launched a new XVT Pro HDTV series, featuring a range of advanced capabilities including LED backlighting with Smart Dimming technology, 3D TV support and built-in HD wireless content access.

All XVT Pro HDTVs will include its Vizio Internet Apps (VIA) streaming Internet video access enabled by built-in HD wireless (802.11n dual-band) and wired networking, a Bluetooth

universal remote control with sliding QWERTY keyboard, and interactive

setup video to guide users in setting up connections. For 3D support, the sets will utilize Sensio 3D technology that delivers 3D content over conventional 2D infrastructure.

Viewers can view compatible 3D content wearing optional XpanD active-shutter glasses (sold separately). The XVT Pro sets will present 3D in full HD 1080p video to each eye by rapidly alternating between the left-eye and right-eye images within the same visual space. The sets can produce 3D images from Sensio-encoded material on conventional DVD and Blu-ray players, as well as from future distribution channels such as pay per view, video on demand, DTV and HDTV broadcasts, the company said.

PICO SOLAR CHARGER

This solar charger is probably one of the most portable eco-friendly devices out there. It features a lightweight and compact charger that can charge most of your electronic devices especially when you're on the go. There's some crystalline solar cells embedded into this device to catch the energy from the sun's rays.

Here are the features of the FreeLoader Pico Solar Charger:

Compact and lightweight solar charger for small electronic devices

Advanced solar cell and lithium ion battery technology

Solar panels will charge its internal battery in as little as 10 hours

If you're lazy or pressed for time, you can charge the Pico's internal battery via USB

Delivers its charge to your cell phone, iPod, or GPS in just 30 minutes

Provides up to:

35 hours on mobile phone

14 hours on iPod

1.5 hours on GPS

Master power cable and four adapters to fit the following: Small pin Nokia Sony Ericsson

Mini USB (Motorola, Blackberry, most smart phones, Garmin and many GPS units, PDAs, etc)

Connects to virtually any device supplied with a USB charge or sync cable.

TOP CHANNELS

Beta Research's Annual survey of cable operators one again ranked two ESPN channels in the top two positions of most valuable basic cable networks. ESPN ranked No.1 with operators ascribing a value to the network of 93 cents a month. ESPN2 was second on the list at a valuation of 53 cents a month.

According to the report, No. 3 was the Disney Channel (42 cents), followed by Fox News Channel (40 cents), "Discovery Channel and TNT (36 cents apiece); CNN (35 cents); USA Network (34 cents), NFL Network (33 cents), Nickelodeon/Nick at Nite and TBS (each at 32 cents); and The Weather Channel (31 cents)."

Multichannelnews



HIGH DEFINITION RECORDER FOR LOCAL CHANNELS

The Channel Master CM-7000PAL is the first DVR box offered by Channel Master. We are extremely excited to bring this innovative product to the market which is sure to enhance your TV viewing experience. With this unit you can view and record local over-the-air digital broadcasts. With the DVR you can pause, fast forward and rewind your programs, you can even use the slow motion feature to watch clips frame by frame. The DVR offers an electronic program guide which allows you to pre-set recording schedules so you never miss your favorite shows.

Unlike many other DVR set top boxes, there are NO monthly subscription fees. This unit includes an infrared remote control which operates the CM-7000PAL DVR and up to three other components.

View and record local over-the-air digital broadcast

- Record up to 130 hours of SD content or up to 30 hours of HD content
- Pausing, fast forward and rewind functions
- Electronic programming guide
- Scans over-the-air channels
- Closed caption support and parental locks
- No subscription fees
- One year manufactures warranty
- Rear Panel Features ATSC antenna input for over-the-air digital broadcasts (Dual Tuner)
- HDMI output
- Component HD and analog video outputs
- Optical digital output for Dolby digital and PCM digital audio
- RCA-type audio/video outputs
- Ethernet port
- USB 2.0 port
- 3-prong power cord
- Front Panel Features Green power LED
- Red recording LED

\$1.83 BILLION?

The National Telecommunications & Information Administration wound up not using almost the exact amount of extra funding provided in the stimulus package for DTV-to-analog converter box coupons: \$490 million.

However, that didn't mean the money wasn't needed as an insurance policy after Congress did not change the accounting rules on the DTV bill establishing the program.

According to an NTIA source who asked not to be identified, the agency has returned \$241.6 million to the treasury left over from the DTV-to-analog coupon program, with that money divided up by Congress between HR 3326 the-just passed Defense appropriations bill (\$128 million) and a jobs bill (\$111 million). The jobs bill is technically HR 2847, a Commerce, Justice, Science and related agencies appropriations bill (NTIA is part of the Commerce Department).

"The Hill decided to split those funds between the defense appropriations and jobs bills," said the source. The remaining approximately \$2.6 million was described as "final closeout costs" for the program.

But the total unspent money came to more than double that amount--\$489 million--or almost exactly the \$490 million Congress appropriated to get the coupon program restarted after it ran out of money, at least on paper, back in January 2008. (That accounting shortfall helped drive the decision to move the DTV transition date from Feb. 17 to June 12.)

That's because another \$250 million was left over from the original \$1.34 billion funding as well. Although NTIA was free to return the \$240 million it received and didn't use in coupon funding from the stimulus package, because of the way the original bill allocating the \$1.34 billion for the subsidy was written, anything left over from that funding goes into a DTV public safety fund, which is not NTIA's to give back.

The bottom line: of the total \$1.83 billion Congress put into the program, \$489 million --or, in effect, all but \$1 million of the stimulus allocation for coupons -- was not used and is now going to public safety, jobs and the defense budget.

And while on the surface it sounds as if that extra funding wasn't necessary after all, it was actually crucial to keeping the program going because the original bill didn't allow NTIA to access funds until coupons expired and the money was freed up. That caused a backlog of millions of coupons early last year as NTIA waited for coupons to expire, a backlog that was cleared up with the extra stimulus funds.

DISH vs DIRECTV

Dish Network reported today that it added a net 249,000 subscribers in last year's fourth quarter. DIRECTV reported last month that it added just 119,000 net subscribers in the fourth quarter.

Dish Network says it had 14.1 million subscribers at the end of the fourth quarter while DIRECTV said it had 18.5 million.

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