

KEMMER TV'S DIGITAL DIGEST

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JULY 2010

JULY

Hope everyone has had a safe summer so far. Summer thunderstorms of course bring lightning and storm damage. Hope you all have your electronic components plugged into a surge protected strip. Take a look at the strip closely. Many strips are simply power line taps and are not protected. A protected strip would say right on it or have an image of a lightning bolt. UL approved sticker is not enough.

We in the electronics' business have always said that lightning is Mother Nature's way of upgrading your electronics. Damage is covered by most Home owners insurance.

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

FLANNER'S / COLDER'S

Flanner's Home Entertainment has been acquired by Colder's, a four-store independent dealer based in Milwaukee.

The 68-year-old furniture, appliances, bedding and home-theater chain will maintain Flanner's brand and Brookfield, Wis., store, and plans to open additional Flanner's locations throughout Southeastern Wisconsin.

Flanner's, a respected one-store specialty A/V dealer operated by John Flanner, [froze operations in April](#) and was forced to sell off its assets last month amid the weak economy and a severe cash-flow crunch.

Flanner and his staff are in discussions with Colder's about continuing under the new owners. Randy Felker, whose family owns the chain, said Colder's will continue to operate the brands separately. "Flanner's served a very specific customer, and Milwaukee has no other operation like it," he told TWICE.

Felker believes Flanner's A/V specialty model is "very strong. Even in tougher economic times the Flanner's brand can still reach a market that can buy the latest and greatest."

Nevertheless, the company plans to take Flanner's "a step further and create a place where customers can find the coolest, newest, greatest quality products" in categories including custom home theater, wireless and Internet home technology solutions, and total home automation control, he said.

Colder's will also leverage the resources of its buying group, Home Entertainment Source (HES), a division of BrandSource, whose Expert Warehouse inventory distribution program has been a boon to independent dealers.

TV VIEWING

In the first quarter, 2010, the estimated 292 million people in the U.S. with TVs watched an average of 158 hours and 25 minutes of television per month, up two hours from 156 hours and 24 minutes last year, according to Nielsen's latest [Three Screen Report](#). Time-shifted viewing (DVR and VOD usage) over that period grew 14.7%, to 9 hours, 36 minutes per month.

By contrast, monthly time spent watching online video was 3 hours, 10 minutes in Q1 2010 — less than 2% of the time people spent tuned to the boob tube — up 13% over 3 hours per month Q1 2009. Time spent per month "using the Internet on a PC" dropped 13.1% year-over-year, to 25 hours and 26 minutes vs. 29 hours and 15 minutes in Q1 2009, according to Nielsen.

HD SCOREBOARD

The Brewers will install a new, high-definition scoreboard before the start of the 2011 season that will be the third-largest in Major League Baseball, at 5,940 square feet.

There are only two larger boards in baseball: Kansas City's Kauffman Stadium has an 8,900 sq. ft. scoreboard, and Phoenix's Chase Field has a scoreboard that covers 6,200 sq. ft.

For comparison, the current video board at Miller Park is 1,296 sq. ft. The matrix board underneath it is 2,432 sq. ft.

In an announcement, the Brewers trumpeted their board as only the third "true 1080 display" in baseball and only the fifth in any major U.S. sports venue. The others in MLB are at Yankee Stadium and Target Field, the new home of the Twins. The NFL's Dallas Cowboys and the NBA's Dallas Mavericks also have true 1080 displays.

"When you factor in the overall size and resolution of the new display, we believe this will be the finest video board in Major League Baseball," Brewers Executive Vice President of Business Operations Rick Schlesinger said in the club's statement. "This is going to be a spectacular addition to the fan experience at Miller Park in 2011."

Audio consultant Wrightson, Johnson, Haddon and Williams is working with the Brewers and the Southeast Wisconsin Professional Baseball Park District through the process in developing the new scoreboard. Mortenson Construction, southeastern Wisconsin's largest builder, is serving as general contractor for the project.

The scoreboard project also will include renovations and upgrades to portions of the Miller Park sound system, the Brewers said.

(CONTINUED ON PAGE 2)

(FROM PAGE 1)**OVERALL DIMENSIONS**

Overall physical dimensions of the outfield scoreboard structure will be approximately 105 feet high by high by 168 feet wide (includes signature Miller Park signage at top).

HIGH DEFINITION VIDEO DISPLAY

- Video screen will be one of only three true 1080 HD resolution screens in Major League Baseball and the largest of the three (Yankees and Twins are the others)

-Resolution will 1080 pixels high by 2184 pixels wide (pixels = individual picture elements)

- 1080 lines of pixels matches the 1080p/1080i high definition standard

- Approximate dimensions of the HD display are 54 feet high by 110 feet wide

- 5,940 sq. feet of active area will make it the third largest in Major League Baseball and one of the largest HD LED displays in the world

- The new video display will have nearly 18 times the resolution (in terms of number of pixels) of the existing display

- Physically, the new video display will be nearly five times larger than the existing video display

- It would take approximately **1,500 37"** diagonal flat panel televisions to fill the area of the new LED video display

- In comparison to consumer televisions, this display would be called out as a 1,470" (diagonal) screen

- Approximately 24,000 feet (4.6 miles) of wiring will deliver power and data within the large video display

- Video display will weigh approximately **74,000 lbs. (37 tons)** not including static signage or structure.

- Daktronics HD-15 technology uses state of the art LED (light emitting diode) technology, providing superior brightness in direct sunlight, with the capability to show up to **4.4 trillion shades of color**

- Lines of full-color red, green and blue LED pixels are on 15 mm spacing (.6") spacing

- Super-wide viewing angles offer improved visibility for more fans

- Viewing angles exceed 160 degrees horizontal (greater than 80 degrees on each side off center)

Daktronics has scoring/display equipment working at 26 of 30 MLB venues.

EYE WEAR FREE 3D?

One of the questions that always (always) comes up in discussions about 3D television is this: "Will there ever be a 3D TV that doesn't require the glasses?"

Regardless of your stance on the matter of whether and why people are put off by 3D-TV eyewear, it's a valid question. Dedicated eyewear for television watching seems destined to parallel the fate of the TV remote: Something that gets sat on, chewed on, spilled on and lost in the cushions. Sometimes simultaneously.

Many of us have seen 3D televisions that don't require special eyewear. Visually, most of us have the same reaction:

Eh, maybe not; a little off; needs more work.

From a usability perspective, it's worse: Forget about lying down or tilting your head or even moving, in some cases. Today's auto-stereoscopic 3D TVs require the viewer to stay in a fairly fixed position.

Ever wonder why? I did, and was glad to learn more about it during a standing-room-only technical session at last week's Cable Show in Los Angeles.

Here's why doing 3D without the glasses is so hard: It needs more (many more) than the two camera angles (one for each eye). And, each extra camera "view" divides the resolution. That's not to say it can't be done, but, it's going to make for a really, really large video stream, relative to today's high-definition TV streams - which are already pretty large, compared to standard-definition TV.

Mark Schubin, a 3D expert and operator of SchubinCafe.com, described an NHK display of glasses-free 3D he saw at the 2009 NAB show: "It was spectacular. You could move your head in any direction; you could look around objects - but the quality was less resolution than YouTube."

Plus, he said, the footage was shot using an 8K camera - meaning 16 times the pixels of an HD camera. So, to get to really good auto-stereoscopic television, "you may need 100 times the picture information" of HD, he explained. For mediocre quality, it's still a video stream that's five or more times larger than an HD stream.

That's why glasses-free 3D may emerge first on smaller, personal devices, noted David Broberg, vice president of consumer video technology for CableLabs, who also spoke on the panel. With the use of a method called "parallax barrier," the sweet spot for 3D viewing is technically and visually manageable on a smaller screen.

So, the answer to the question of whether there will ever be glasses-free 3D TV is yes - and no. Surely, someday. But probably not anytime soon, especially when it comes to big-screen TVs.

Until then, the 3D glasses become another thing to keep away from the puppy, the beverage and the couch cushions.

Posted by Leslie Ellis

multichannelnews

TIVO / DIRECTV

TiVo's stock jumped more than 5 percent in June, after rumors circulated that DIRECTV may be interested in buying the DVR company, Zacks.com notes.

The DVR company has been the subject of takeover rumors in recent weeks, but by DIRECTV rival, Dish Network, with which it's engaged in a years-long patent dispute.

If DIRECTV bought TiVo, it could use the company's patent portfolio as a weapon in its competition against cable, telco and satellite providers.

For instance, if TiVo ultimately wins its patent fight against Dish Network, the satcaster would be liable for hundreds of millions of dollars in damages and possibly be forced to disable its subscribers' DVRs.

Zacks.com reports that no "concrete information" was available from either TiVo or DIRECTV on the rumor.

3-D AUDIO

The audio industry could get a much-needed boost from 3D TV, especially if a new effort to match soundtracks more precisely to onscreen action bears fruit.

The initiative, spearheaded by SRS Labs, will move beyond current surround sound to create an immersive field that is the aural equivalent of 3D images, explained Alan Kraemer, the company's chief technology officer.

Kraemer announced the new audio format, and plans to create an industry alliance to develop it during a panel at the 3DTV2010 Event presented by TWICE and fellow publications from parent company NewBay Media — Broadcasting & Cable, Digital Video, Multichannel News, TV Technology and Videography.

"We're working on better sound rendering on the production level to create a more immersive sound field that correlates much better with the depth in the image," he said. The first 3D TVs to feature the new format are expected to appear next year, Kraemer said.

Fellow panelist Mike Fasulo, executive VP and chief marketing officer at Sony Electronics, said 3D TV presents a "huge opportunity" for audio, and that he is amazed by the lack of audio attachment sales.

"The whole experience is audio and video," he said. "Hearing is one of our main senses, and it has to be a part of the 3D experience."

Ross Rubin, industry analysis director of The NPD Group, agreed that 3D opens up audio opportunities, but said surround-sound penetration still hovers around 30 percent of homes, compared with 65 percent for HDTV.

Bob Perry, senior VP of Panasonic, acknowledged that audio is a "tougher sell" than HDTV because the consumer has to experience it, and because HD has become the default TV format. But Blu-ray's vast capacity is the key to providing multiple audio formats and capabilities, he noted.

Kraemer said the current audio stream doesn't hold enough information to provide 3D sound. "But when the audio is there, rendering is adaptable and you can use it in multiple environments."

TWICE

CINEMANOW

Electronics retailing giant Best Buy, reacting to slowing DVD sales, this month is debuting the CinemaNow video-on-demand service to sell and rent day-and-date downloads of movies and TV shows to broadband-connected TVs, Blu-ray Disc players and PCs.

Starting this month, Best Buy's CinemaNow service will be available on all of LG Electronics' new broadband-connected Blu-ray Disc players and home-theater systems, as well as to most PCs via www.cinemanow.com. CinemaNow. Best Buy is offering the CinemaNow service -- which offers more than 20,000 titles for sale or rental -- through the previously announced deal with Sonic Solutions. Under that agreement, Best Buy owns the legal rights to the CinemaNow trademark, and will use it going forward to market the service to consumers.

In a similar move, Wal-Mart Stores earlier this year

acquired Vudu, a startup that offers around 16,000 videos for rent or download-to-own through Internet-connected TVs, Blu-ray Disc players and set-tops.

4K RESOLUTION

Thought 1080p video on YouTube was big? Think bigger. YouTube on Friday announced that its player now supports 4k, a standard resolution for films that measures 4096x3072 pixels. As YouTube Engineer Ramesh Sarukkai explained in the announcement on YouTube's official blog, "4K is nearly four times the size of 1080p," and it dwarfs even Imax, which projects films in the slightly smaller 2k format, with its 2048x1080-pixel resolution.

Of course, the proof of 4k's merits is in the pudding, which is why YouTube has a special playlist of five films that can be played back in their original 4k resolution. As Sarukkai warns, viewing these properly requires considerable bandwidth speed, as well as the right gear.

Speaking of which, even with a fast connection, home users will need the proper equipment to enjoy 4k videos in their native resolution. This means a large display, or 4k-capable projector--neither of which can be had on the cheap. It's also worth mentioning that while quite good-looking, streaming 4k video still has to jump through some of the same compression hoops that lower resolutions of HD video must do, meaning that they'll be playing at a much lower bit rate than you'd see, if you were to watch it from the source. On smaller videos, this can be less noticeable, but when blown up big, compression artifacts can be easier to spot.

1080p remains top size in most consumer HDTVs, as well as the service's previous resolution limit. Newer-model phones like the iPhone 4 and HTC Evo are just now becoming capable of shooting in the lesser 720p resolution, leaving 1080p and above to dedicated filming hardware.

CNET

SAMSUNG PLASMA

Samsung Electronics America announced pricing and availability dates on its 2010 plasma TV lineup, which will feature ultra-slim cabinet depths, reduced power consumption and two series with 3D HDTV capability.

In all, the three plasma TV series range in screen size from 50 inches to 63 inches. Six of the eight models (8000 and 7000 series) are 3D-enabled.

The 3D models all include built-in 3D processors that render 2D content into 3D in real time, in addition to playing back native 3D HD content.

Samsung is extending its free 3D Starter Kit offer to consumers who purchase both a Samsung 3D plasma HDTV and either the Samsung BD-C6900 3D Blu-ray player or the HT-C6930W 3D home-theater system.

Included in the kit is a 3D version of "Monsters vs. Aliens" and two pairs of Samsung 3D Active Glasses.

- PN63C8000, \$3,799 PN58C8000, 58 inches, \$2,999
- PN50C8000, \$2,099 PN63C7000, 63 inches, \$3,499
- PN58C7000, \$2,699 PN50C7000, 50 inches, \$1,799