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SHARP **Panasonic** **SONY**
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Information Leaflet PQ04

Picture quality queries of the type raised are invariably a result of one or a combination of the following factors not being correctly set and/or considered.

- 1 - Screen mode
- 2 - Variable setting
- 3 - Signal source quality

Widescreen TVs are designed for a variety of different ratio modes: the 'catch all' auto/super modes are designed as best fit solutions but you get far superior subjective picture quality by selecting the mode appropriate to the signal type. So, regular terrestrial TV should use 4:3, DVD usually requires 16:9 and so on. As 'anamorphic' digital transmissions become more and more common, full 16:9 resolution and screen utilisation will prevail but for now - use the button!

Then we have picture control settings/variables, which have just as much effect on the viewed picture quality. Contrast, brightness, colour and sharpness as well as the myriad noise reductions and filters can all have enormous impact on the perceived image. We generally recommend minimal or no noise reduction/filtering and modest use of contrast, colour and sharpness variables, particularly on some of the more dynamic 100 hertz chassis.

Lastly and all important - the signal quality. You can call this the theory of 'garbage in, garbage out.' Many people simply expect a consistently high standard of image but this simply is not possible due the enormous variation in broadcast quality (i.e. analogue versus digital TV) and stored data (e.g. VHS versus DVD). For example, the plethora of low-grade transatlantic NTSC 'transcoded' PAL data shown from American productions often appears distinctly hazy or pasty in terms of image clarity and colour fidelity. Contrast this with the awesome resolution from say Sky News (digital services), a BBC 10 o' clock news broadcast (analogue or digital) or just about any DVD film you care to mention

What you must appreciate is that the TV is a 100hz set, that means that it has twice the scan rate of a normal 50hz set. This reduces the flicker that 50hz produces and so defines a better picture. Because of this fact, most transmissions received either via aerial or digital will have the quality of the broadcast emphasised to a degree that any imperfections will be more noticeable.

So, there are several things to consider when operating a TV of this size and type. Viewing distance is another factor. Your user manual will tell you how to set the picture variables (sharpness, DNR, colour, etc).

The best quality picture will be from DVD via the scart with the DVD player set to output in RGB or S video. If you have SKY satellite, also make sure that this going through scart and is outputting RGB.