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Value Electronics to Host 13th Annual Flat Panel TV Shootout™ at CE Week
NYC, June 22-23

Video experts along with CE Week attendees will evaluate the newest flagship displays to help choose 2016’s best TV

New York City, NY, March 17, 2016 – ValueElectronics.com Inc, a leading independent audio video retailer in Westchester County, NY, is bringing its respected, annual Value Electronics TV Shootout™ evaluation event to CE Week in New York City; the 2016 TV Shootout will take place on the show floor on Wednesday, June 22 and Thursday, June 23, 2016. Now in its 13th year, the Value Electronics TV Shootout reaches a wide audience of media and influencers to educate the market about critical viewing and help choose the “King of UHD TV”.

Value Electronics TV Shootout panel of experts will lead the audience in assessing the newest TVs from the leading CE manufacturers. The televisions featured this year will include both curved and flat 4K Ultra HD LEDs and OLEDs from all top TV manufacturers. A final list of 4K TVs that will be included in the Shootout will be available once all the contestants are evaluated. The 4K TVs most likely to make the cut include:

- Sony XBR-75X940D
- Samsung UN65KS9800
- LG 65UH9500
- LG OLED65G6P OLED TV
- Vizio 65” R series
- Hisense 65” H10C

“Our TV Shootout has proven to be a ‘must attend’ event among true video enthusiasts and industry leaders each year, demonstrating how the premium TVs perform and compete with each other,” said Robert Zohn, found and president of Value Electronics. “With the continuation of Ultra HD and OLED as well as the great advancements of TV technologies, this will be a great year for flat panel displays.”

The 13th Annual TV Shootout will involve:

- Joel Silver of the Imaging Science Foundation is the moderator of the 2016 TV Shootout. Silver, along with professional TV reviewers and ISF certified calibrators, make up the team of experts who will be testing and calibrating the panels. Subsequently, they will provide their key findings and background information in individual presentations. The new 4K HDR TV System will also be presented by specialists to educate the attendees on how they perform across the TV Shootout wall.

- Product specialists from the TV manufacturers have been invited to present their unique product advantages.

- Contrast ratio, peak brightness, black level, color accuracy, color saturation, motion resolution, lag input time, and energy efficiency will be measured, compared, and
discussed. The audience will vote on each of the four picture quality attributes, with the winning panel crowned “2016 King of TV”

- All tested panels will be concurrently fed through a professional HDMI distribution amp from 4K Blu-ray players, our 4K media server, 4K streaming, and USB as well as the latest 4K signal generator for test patterns.

- A Q&A session will be held at the end of each presentation.

All qualified media, tech influencers and members of the retail community are invited to attend the event by emailing Value Electronics.

About CE Week
CE Week is the consumer electronics (CE) industry’s official weeklong, citywide event in New York City. The official mid-year meeting, conference and new technology showcase includes the event headquarters, CE Week Exhibits, which is the site of CE Week’s largest exhibition hall and conference program. CE Week is produced annually by the Consumer Technology Group of NAPCO Media, publisher of Dealerscope and Technology Integrator magazines, and producer of FutureVision and Dealerscope Top Retailer Summit. For more information, visit www.ceweekny.com and keep up with our latest news on Facebook and Twitter.

About Value Electronics and the Flat Panel TV Shootout
Value Electronics, founded in 1997 is a custom a/v integrator with a retail showroom in the Village of Scarsdale, NY. Owner, Robert Zohn created and began sponsoring the TV Shootout evaluation event in 2004. The TV Shootout evaluation event has gained the Consumer Electronics industry’s respect and it has become a go-to source for video enthusiasts to help make the best TV purchase decision.

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