



Value Electronics

Exceptional A/V products and custom installation

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PRESS RELEASE: FOR IMMEDIATE RELEASE - PRESS INVITED

Target markets: Hollywood film makers, TV Broadcasters, Sports broadcasters, All IP Streaming content, TV manufacturers, movie & sports lovers, technology enthusiasts & to all who want the best in audio & video entertainment

2018 TV Shootout® Event to Determine Best Quality Picture/Display

Industry Experts along with video enthusiasts will Test and Evaluate Top Brand TVs

SCARSDALE, NY (September 12, 2018) – [Value Electronics](http://www.valueelectronics.com), a leading independent Audio/Video retailer in Westchester County, NY, is hosting its well-respected annual TV Shootout® at 11am Sunday, September 23rd at 35 Popham Rd. Scarsdale, NY. The evaluation event will start with a brunch Meet and Greet that includes the press, panel of expert judges, presenters and the attendees.

In its 14th year, the TV Shootout will be Webcast Live to reach the largest audience of electronics enthusiasts and media. The attendees and panel of expert judges will select this year's 'King of TV.' All qualified media, tech influencers and video enthusiasts are invited to attend the event by registering by email, rzohn@valueelectronics.com.

Industry experts will present the TV Shootout program that uses test patterns and real content to demonstrate all attributes of the picture quality, contrast, color fidelity, color saturation, and motion resolution to the video enthusiasts in the audience. Input lag time and off axis image quality will also be tested. The judges and enthusiast attendees will evaluate and vote on the TVs for each attribute of picture quality, pre and post calibration for day and night ambient light viewing. Much of the focus will be on evaluating each TV's performance in all of the HDR elements, HDR contrast range, P3 color fidelity, color volume and EOTF.

Test patterns and the content to display during the presentations will be run by Matt Murray, President of AV PRO Store. Several leading industry professionals will present on the latest video advancements. David Mackenzie will speak on video processing and compression. Matt Murray and Brent McCall, who are working at the forefront of the transition from HDMI 2.0 to 2.1, will explain how this will affect consumers. John Reformato will discuss "Out of the Box vs. Professional Calibration" and the Comparison of DeltaE 2000 & Delta ICtCp. Stacey Spears will speak on DCI and BT.2020 color gamut, color saturation and HDR. Other speakers are Tyler Pruitt of SpectraCal, DeWayne Davis of A/V Fidelity LLC, David Abrams of Avical, and David Medina of HBO.

Here is how the TV Shootout evaluation is set up and its methodology:

- The number one most-used professional calibration software, SpectraCal's CalMAN®, and calibration hardware, procedures and workflow will be used.
- Konica/Minolta's professional CS2000A spectroradiometer, Klein 10A meters and the new Konica/Minolta CA-410 color analyzer will all be used in the calibration process. The Klein 10A meters will be profiled using the CS2000A spectroradiometer for each TV.
- SDR, HDR and Dolby Vision patterns will be generated and fed from Murideo's SIX-G 4K Pattern Generator and a preview selection from Stacey Spears upcoming HDR test disc.



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- All of the cables and interconnects are Metra Home Theater Group Ethereal brand Velox True 24 Gbps passive cables with their Gigabit Accelerator the HDM-GA1.
- All of the TVs will be visually matched to the white point of Sony's BMV-X300 professional color grading monitor. Sony's BMV-X300 reference monitor will also be used as the reference for all TVs to be judged against.
- Well respected top professional calibrators will be tuning each TV to its best possible FHD/SDR and UHD/HDR performance. The calibrators are David Abrams, DeWayne Davis, and John Reformato, supervised by Tyler Pruitt.
- All tested panels will be concurrently fed through AVPro's Edge for 18G Uncompressed professional HDMI distribution matrix switch from four Panasonic UB820 Blu-ray players, 1080 FHD/SDR for Cable/DIRECTV, 4K streaming, SDR and HDR test patterns.
- The televisions featured this year are the flagship 4K Ultra HD LCD/LEDs and OLEDs from the premium TV manufacturers.
- Video experts will then guide the attendees through the evaluation process and the panel of experts and all attendees will vote on each picture quality attribute.
- Attendees will be led through the different attributes of picture quality and will evaluate and judge the newest TVs from the leading consumer electronics manufacturers that are competing to be the 'King of TV.'

The objective of our TV Shootout is to award the best TVs in each of the attributes of picture quality. The annual TV Shootout only uses the flagship TV series from each of the premium TV manufacturers that are available in the US at this time.

* At this time here's the list of TVs vying for the 2018 crown:

- LG's OLED65E8PUA
- Samsung's QN75Q9FN
- Sony's XBR-65A9F
- Sony's XBR-75Z9F

- The TVs are taken randomly from Value Electronics inventory, no supplied samples are used.

About Value Electronics

Value Electronics, founded in 1998, is a custom a/v integrator with a retail showroom in the Village of Scarsdale, NY. Owners, Wendy and Robert Zohn, created and began sponsoring the TV Shootout evaluation event in 2004. The TV Shootout evaluation event has gained the CE industry's respect and it has become a go-to source for video enthusiasts to help make the best TV purchase decision.

*Additional TVs are being tested and evaluated for inclusion in the 2018 TV Shootout.

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