



# May 2013 Newsletter

## BIA PARADE OF HOMES

■ BIA Parade of Homes is June 15-30. Impressive development this year in the Jerome Village. We are exhibiting in the Bob Webb Home!



■ SONY 4K televisions are here and believe - this is the FUTURE OF TELEVISION. SONY's newest XBR sets a standard that is a benchmark for video performance. You should see what can only be called - Natural Clarity.

Stop in and say "Hi" ... You're always welcome here!



Art DeLorenzo



Chuck Ellisor



Steve Stabile



## June 15-30

# Jerome Village

The 2013 BIA Parade of Homes is the best opportunity of the year to experience the newest and most exciting features that our local home-building industry has to offer. You can tour 13 spectacular new homes, priced from \$500,000 to \$850,000, that showcase the latest-and-greatest in design, products, décor, technology and landscaping.

Genesis Audio Ltd. will be exhibiting with Bob Webb Homes.

June 15th - 30th. Monday – Saturday: 12 – 9 p.m. Sunday: 12 – 6 pm.  
Tickets: \$12 at the door.

The Parade takes place in the truly innovative planned community of Jerome Village in Jerome Township, located in southern Union County.

[www.biaparade.com](http://www.biaparade.com)

# SONY



*SONY XBR65X900A*  
*Now On display*  
*\$6,995*

SONY 4K TV's provide four times the resolution of current HDTV. The first sets, which arrived at our store just a few weeks ago, made us all stagger back in full visual arrest. But not for the reasons we expected...

**4K. THE FUTURE OF TELEVISION.**

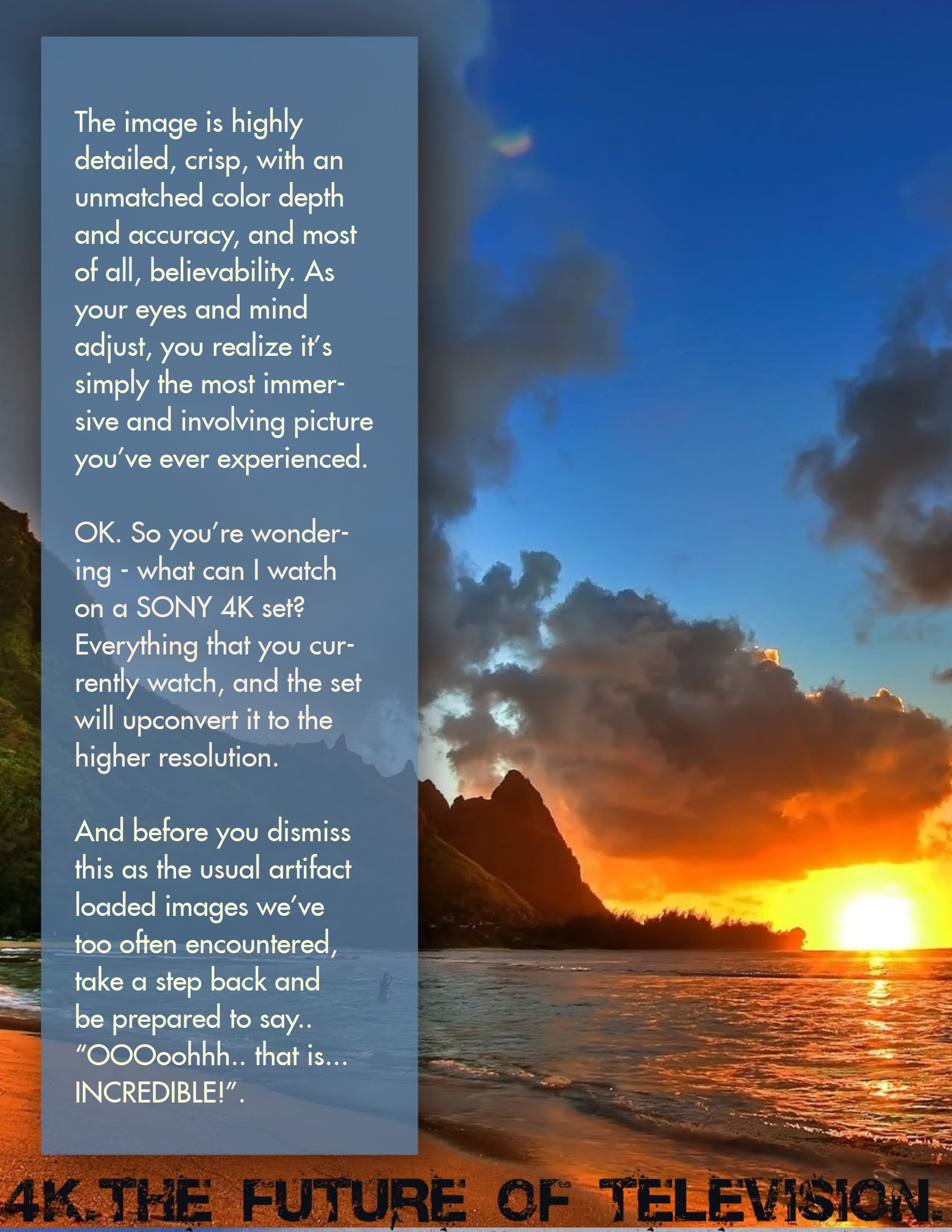
# SONY 4K

Once you've seen the picture of a SONY 4K set, there's no going back to 1080p. 4K refers to a display that has a horizontal resolution approaching 4,000 pixels. The SONY XBR's have 3840 x 2160 pixels which is four times more pixels than the High Definition 720p or 1080i sets. Do the math, that's over 8 million pixels versus 2 million. Sorry HD, this is not a close race! The 4K panel is now called Ultra HD. And yes it is.

With a SONY 4K set, the picture delivers incredible detail with the widest color spectrum ever incorporated on a television. Together, the combination of unrivaled detail and incredible color depth make for a delicious, zero calorie, visual feast.

At first the incredible detail is overwhelming, it's about the same as going from the old standard TV to 1080p HD. You're just not used to that amount of visual information!

THE FUTURE OF TELEVISION.


A vibrant sunset over a beach. The sun is low on the horizon, casting a bright orange and yellow glow across the sky and reflecting on the water. The sky is filled with large, dark, dramatic clouds. In the foreground, the ocean waves are gently washing onto a sandy beach. A small figure of a person is visible in the distance on the beach. The overall scene is serene and beautiful.

The image is highly detailed, crisp, with an unmatched color depth and accuracy, and most of all, believability. As your eyes and mind adjust, you realize it's simply the most immersive and involving picture you've ever experienced.

OK. So you're wondering - what can I watch on a SONY 4K set? Everything that you currently watch, and the set will upconvert it to the higher resolution.

And before you dismiss this as the usual artifact loaded images we've too often encountered, take a step back and be prepared to say.. "OOOoohhh.. that is... INCREDIBLE!" .

**4K. THE FUTURE OF TELEVISION.**

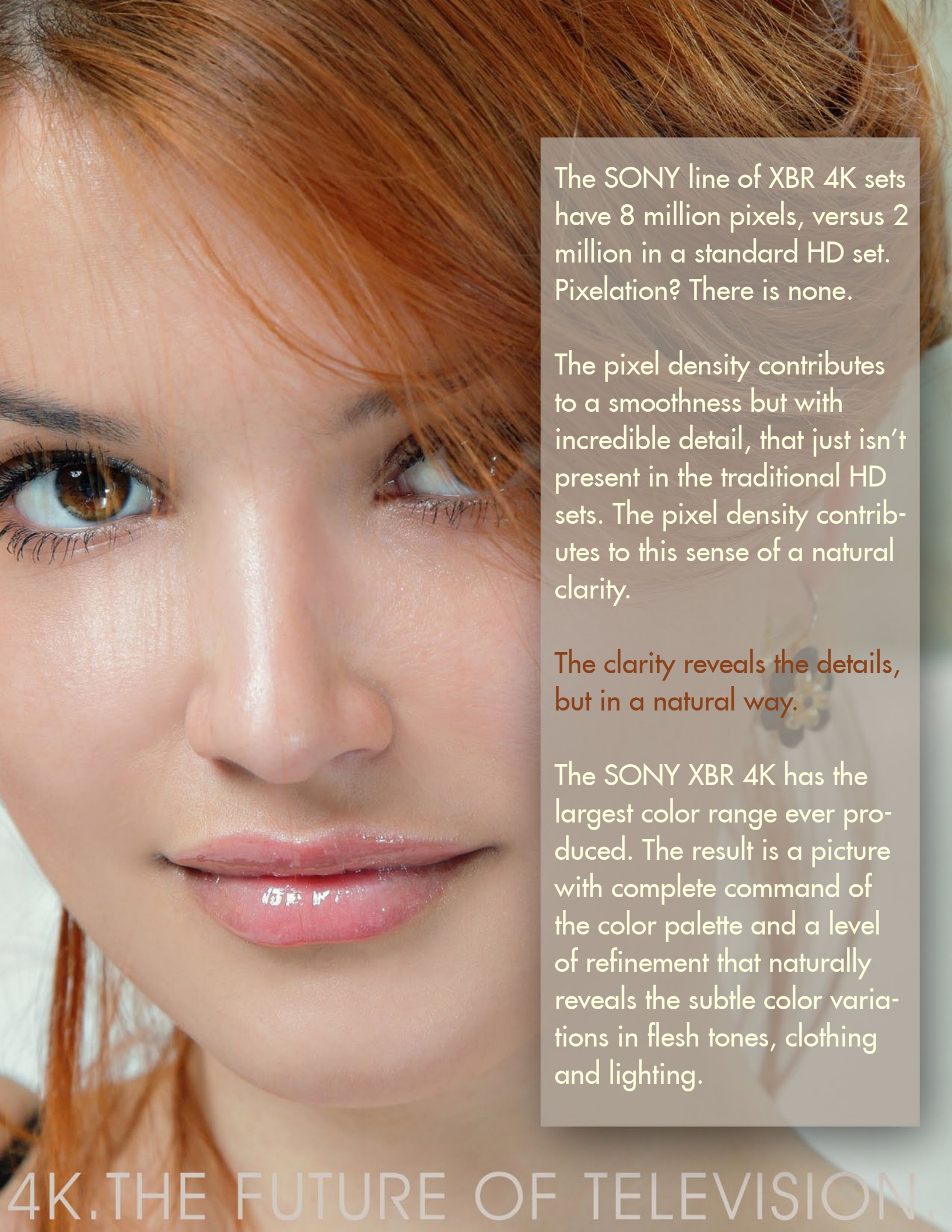
A scenic landscape at sunset. The sky is filled with orange and red clouds, reflecting in a calm river. In the foreground, a corrugated metal pipe is partially visible on the left. The background shows a line of trees and a grassy field.

So is the upconverted image - 4K?  
No it is not.  
Is it better than 1080P?  
Yes it certainly is!

The upconversion is substantially better than we expected. SONY has had plenty of time to master upsampling over the years, and with the new X-Reality™ PRO upconversion, master this - they have.

SONY 4K offers a significant performance improvement over a 1080p television, even from a 1080p source.

**4K. THE FUTURE OF TELEVISION.**



The SONY line of XBR 4K sets have 8 million pixels, versus 2 million in a standard HD set. Pixelation? There is none.

The pixel density contributes to a smoothness but with incredible detail, that just isn't present in the traditional HD sets. The pixel density contributes to this sense of a natural clarity.

The clarity reveals the details, but in a natural way.

The SONY XBR 4K has the largest color range ever produced. The result is a picture with complete command of the color palette and a level of refinement that naturally reveals the subtle color variations in flesh tones, clothing and lighting.

4K. THE FUTURE OF TELEVISION.




Together, the 6 million pixel density advantage, masterful upconversion and the world's largest color spectrum create the most believable picture we've ever experienced.

It's a magical combination of impressive clarity and color depth that yields a picture clarity that naturally pulls you in.

**4K. THE FUTURE OF TELEVISION.**





Jaw dropping picture aside - we knew there was one major barrier to adoption of the new format: a scarcity of 4K content.

SONY Pictures just announced that it's poised to launch the industry's first 4K streaming service this summer.

Using an encoding system from Eye IO makes the video manageable for broadband delivery. According to industry estimates, a 4K video — typically requires 18 to 20 Mbps encoded in MPEG-4 H.264. Eye IO compression shrinks that to 6 to 7 Mbps.

Those are impressive numbers. Eye IO software is the tour-de-force necessary to make 4K viable as a practical download.

**4K. THE FUTURE OF TELEVISION.**

SONY is bringing the 4K experience to the home. We applaud them for pushing video performance to a new level!

So is it worth it? Yes, it is expensive, but benchmark products always are. This is a television that defines an entirely new level of performance with a picture that escapes criticism and deserves the highest praise. And you will use it every day! So the performance/cost/value equation is certainly justifiable.

We encourage you to JUST SEE it!



**4K. THE FUTURE OF TELEVISION.**

# SONY

# 4K

SONY  
currently has

three 4K television models:

XBR-55X900A / 55-inch model / \$4,995

XBR-65X900A / 65-inch model / \$6,995

XBR-84X900A / 84-inch model / \$24,995

- \* Everything you watch is upconverted for 4K Ultra HD viewing
- \* Brilliant color with the TRILUMINOS display
- \* Front-facing speakers with 65 watts amplifier
- \* Built-in Wi-Fi for streaming HD entertainment
- \* Dynamic Edge LED backlight for outstanding contrast
- \* Precise motion clarity with Motionflow XR 960
- \* Your smartphone screen on TV with NFC screen mirroring
- \* Movies, music & apps on Sony Entertainment Network
- \* RS-232 and RF in for custom control installations
- \* Enjoy Full HD 3D with 4 pairs of passive glasses
- \* SimulView™ technology: 2 player games with no split screen
- \* TV SideView app to control your TV and channel guide

# 4K. THE FUTURE OF TELEVISION.

Genesis Audio is dedicated  
to the design, specification  
and installation of  
world-class Home Theater.

# HOME THEATER

**G**ENESIS AUDIO LTD  
REAL **HD** THEATER

1385 E. Johnstown Rd., Gahanna, OH 43230

614-939-0802 [genesisaudio.com](http://genesisaudio.com)

