



## Top 10 Home Theater Questions

### **# 1 – Why should I purchase electronics from a custom home theater company, rather than a chain store or online?**

Chain stores have only one thing in mind: moving product. With the overhead of a large store, warehouses, and national TV advertising, they must sell a high volume of products in order to stay in business. On the Internet, if you do not know exactly what you want and what to watch out for, it is easy to pay for something that does not serve your needs.

Custom home theater companies recommend products that best meet your needs and give you the optimum performance for your application and environment rather than whatever happens to be on the shelves. The result is higher usefulness and performance, which means greater value for each dollar you spend.

### **# 2 – Why should I hire a professional home theater company to do the installation work, rather than do it myself?**

If your goal is for home theater to be your hobby, you can have fun with it. However, it is likely to be an expensive hobby through a process of trial and error. If your goal is to relax and enjoy the entertainment experience, enlist the help of a home theater professional. Home theater professionals have the advantage of decades of accumulated knowledge, on-the-job installation experience, and certified training.

### **# 3 – When is the best time to run audio, video, and network low voltage wiring?**

The best time to run low voltage wiring for audio, video, phone, and data is when your home is still in the open-wall construction phase. Once the sheetrock walls are up, it is more difficult and expensive to run these types of wire.

### **# 4 – Is a bigger screen always better?**

Some believe that in order to have the best movie theater experience in your home, you must buy the largest display possible. This is not true. To achieve the movie theater experience that you are after, first determine how close you will be sitting to the display. Then, try and recall how many rows back you typically sit at the theater. With that information in hand, a home theater expert can recommend the appropriate display size and resolution to give you a comparable viewing experience in your home.

### **# 5 – What single piece of audio equipment has the greatest influence on the quality of my home theater sound?**

It is not possible to achieve a theater atmosphere with full sonic range from speakers that are poor in quality. The speakers you use are not an area to short change yourself. To begin to optimize the sound performance, one should determine the type and placement of speakers that will best serve the room acoustics.



**# 6 – Can I use my existing speakers with new speakers to give me a complete 5.1 surround sound speaker system?**

Yes, you can use existing speakers with new speakers to complete a surround sound speaker system, as long as you carefully listen and match the sonic characteristics of your existing speakers to the new speakers. If you are currently using a cobbled-together set of speakers, consider moving up to a matched package. Even a moderately priced ensemble will offer a far more cohesive sound. You not only want speakers that aesthetically match each other, you also want speakers that tonally complement each other.

**# 7 – Is it true that HDMI cables are currently the only way to send 1080p high-definition content to a 1080p native display?**

Currently HDMI cables are the only commonly available connection that can deliver 1080p resolution from a video source, such as a Blu-ray player, to a display. 1080p resolution requires a high level of bandwidth that only HDMI can provide. In general, if you want to absolutely ensure that you have a 1080p connectivity option, you should look for a television that specifies HDMI version 1.3 as its input capability.

**# 8 – How important is an all-in-one universal remote control for my system?**

A single remote that controls everything may be the single most important purchase you make apart from choosing the right home theater display. The cost of an entry-level handheld remote is no more than an entry level DVD player, and the benefits are tremendous. It will allow you to control your entire system throughout the home with a single remote. You will never again have to aim your remote at the equipment, or try and remember several different input selections for each playback source device.

**# 9 – Is it true that today’s home theater electronics require few setting adjustments to achieve optimum performance?**

All systems need adjustments to maximize picture resolution and sound quality for the rooms in which they will be used. We highly recommend that you work with an experienced home theater company to calibrate your display and optimize your sound system’s performance.

**# 10 – Separate components or an integrated receiver: which is better?**

Both options are valid. Separate components typically give you the best sound quality and the best upgrade options in the future. For example, separates offer you the ability to keep the amplifier section, and change out the audio processor with sometimes dramatic improvements in surround sound quality. Integrated receivers are easier to use and less expensive to replace every four to five years when significant advances in technology warrant doing so. Receivers offer the best bang for the buck, including more features and incorporating the latest advancements.

*For further information, send us your questions. Call 650-321-7833 or e-mail [info@immexperiences.com](mailto:info@immexperiences.com) and we will make your home an immersive experience!*