



A Plus Electronics
 343 New York St.
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Let A Plus Electronics Put our "Personal Touch" on Your Home Theatre Room

I'm John Lee, owner/operator of A Plus Electronics.

Let's take a moment to discuss the skills and knowledge needed to bring my customer's dreams to reality. Below are some of the credentials you should look for when choosing an Audio-Video contractor.

Over the years I have attended dozens of classes and certification courses—logging hundreds of hours in training. The rapid pace of technology demands a constant vigil of education.



For starters, I am ISF (Image Science Foundation) certified. ISF is the most prestigious certification program for video monitor calibration. This valuable knowledge applies to direct-view & rear projection TVs and especially, front projectors. Anybody that is selling and installing front projection systems should be ISF certified and should own proper color calibration test equipment.

I have attended 9 Room Acoustics classes and seminars. I stress the importance of room acoustics because it tremendously impacts the sound of any system. My motto: *The most expensive equipment in the world will sound horrible if put into a lousy room.* It is refreshing that many customers are finally starting to embrace this concept. Whatever equipment you own, it could sound better if the room is given some acoustic

treatment. When considering your next equipment purchase, a person with good knowledge and solutions in this area can make a significant difference.

Screening Room Layout & Design skills should not be taken lightly. Successful rooms require many interrelated, dynamic factors. These include: seating location in relation to distance from the screen and the speakers in the room, seating and speaker location in relation with the room acoustics (standing waves and room modes), projector throw distance in relation to the size of the screen, lighting fixture & control layout, ambient light control... the list is beyond the scope of this newsletter.

Touchscreen remote control solutions. The world is finally realizing that system control is as important as the equipment being controlled. We offer some very innovative LCD touchscreen control systems that truly liberate the homeowner operating the system. No matter how good the equipment is; if you can't control it, what good is it?

So when choosing your next Audio Video contractor, ask yourself: Does the person I'm considering possess these skills and credentials? What kind of showroom does the contractor own? Can they demonstrate this level of technology in their showroom or their own home? I stress this, because our showroom is also our "laboratory" where we do our experimenting. I do not experiment in my customer's homes. I do not specify equipment into projects until I am satisfied that it performs as promised. My showroom is my only assurance of that level of performance.

Expect the best and pursue perfection. Anything else is a waste of your time and money!

MARTIN LOGAN WORLD CLASS SPEAKERS ARE NOW ON DISPLAY AT A PLUS ELECTRONICS

The world's most amazing speakers: Martin Logan leads the electrostatic speaker market and they are on display at A Plus Electronics!

Call today to audition these incredible speakers!

- Effortless midrange & highs
- Completely Phase coherent
- Awesome 2 channel stereo or multi channel Home Theatre arrangement
- Lightning fast transient response
- Impeccable build quality -manufactured in Lawrence Kansas since 1982
- Musical Purity—Dynamic Transparency—Seamless Musical Reproduction—Visually Striking

Martin Logan makes 9 models with prices ranges from \$1300.00 to \$70,000.00.

A Plus Electronics is now displaying 6 of these 9 models.



We prefer using these speakers in our high performance theatre rooms because they deliver astonishing performance in either a multi channel home theatre or 2 channel stereo environment! Not many speakers can truly claim that precise accuracy!!

HI DEFINITION HOME SCREENING ROOMS ARE CATCHING ON LIKE FIRE

Imagine...

- Your very own Home Screening Room where every seat is excellent!
- Your personal retreat, where you can bask in heart pounding Surround Sound or crystal clear music.
- Ten-foot screens with images in Vibrant, High Definition color and resolution.
- A Plus Electronics can transform a room in your house to a magical get-a-way.
- High-Definition D-ILA digital projectors, found exclusively, only at A Plus Electronics.
- Total room design and layout—including lighting control and acoustic noise solutions.

**You Work Hard...
You Deserve to
Play Hard!**



Rooms of this caliber call for a big commitment. But... if you're tired of noisy theatres, congested parking lots, ringing cell phones, large crowds, and poor seating at the local Cineplex, maybe it is time you considered building your own.

A Plus Electronics has the knowledge, skill, technology and brands to make your dream room a reality.

www.apluselectronics.com • 343 New York St. • 265-0366 • *Lifestyle Electronics for your Home*