

Most people have heard, at least in passing, about HD (high definition) and assume it to be a better quality picture with more detail, and while that is true for HD video, the HD label does not exclusively belong to picture. Over the last few years many companies have worked very hard at making sound better than what was possible from the most established format to date, namely CD. There have been many attempts, but all have failed due to lack of, or extreme cost of, software (the discs).



With the advent of BluRay disc, the new high definition medium that carries full HD picture, sound and data, the possibility of having sound quality better than CD, and that in surround sound, is finally here! BluRay carries as much as ten times the amount of data that is available on DVD and can therefore handle much higher levels of detail in sound and picture. For picture, BluRay carries as much as four times the detail than conventional DVD signals. On audio, BluRay have a much wider frequency (or tonal) range as well as the capability to handle much wider dynamic range. This is the ability to record from very soft sounds all the way to incredibly loud passages (like an explosion or full scale symphony orchestra at climax). BluRay players are now available from Yamaha, NAD, Sony, LG and Samsung.



Manufacturers such as NAD make these new technologies available on all its home cinema components via an easy upgrade. Another first for the industry, fully upgradeable home theatre components, NAD designed all of its latest range 18 months ago, before HD audio was commercially available, but planned for future upgrades in the form of a simple computer board swap-out! Now the customer can decide what level of technology he/she wants and what they would like to upgrade to later. This means that you could get the level of amplification you require, without having to spend a fortune on technology that you will not require immediately!



Visit one of our seven stores to experience all of these wonderful new technologies!

All questions or requests are welcomed. Simply mail [Werner@audiovision.co.za](mailto:Werner@audiovision.co.za) with all your technological brain busters!