

# Entertaining Ideas

## Top 10 Things You Need During TV Premieres

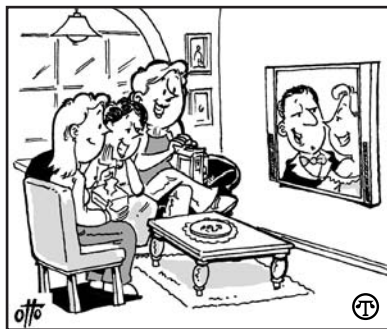
(NAPSA)—Picture this: You're watching your favorite new show. What are the top 10 things that would make it all better? Here they are:

10. Comfy sofa
9. Extra batteries for the remote
8. Local pizza and Chinese delivery on speed dial
7. Your favorite snacks
6. Wine and/or beer
5. Your favorite gossip magazine
4. Box of tissues
3. DVR
2. Best gal pals
1. Plasma TV

Season premieres are here and for many consumers it's time to review their wish list. With the ever-increasing number of channels and endless possibilities of shows, families are now, more than ever, gathering around the living room TV. And with the increasing availability of high-definition programming, plasma televisions are becoming more desirable than ever before.

For plasma makers, installers and retailers, it's their busiest time of the year. Andrew Nelkin, Vice President, Display Group at Panasonic, reports that the number of plasma sales has increased 70 percent each year since 2003. In addition, plasma sales dramatically increase during the peak premiere and awards show seasons. Consumers looking for the ultimate home theater experience are looking at plasma displays to create it.

Why plasma? "Families are realizing the value in purchasing a



**A BETTER ANGLE**—With plasma, even if you're not sitting directly in front of the TV, your viewing experience doesn't change.

plasma TV," says Nelkin. "The picture quality is superior to anything else in the market today. Colors are more vibrant, images move across the screen more smoothly and the viewing angles are superior to those in other televisions."

Additionally, greens look greener and blacks are pure black instead of the grayish hue that other flat panels show during dark scenes. The plasma subfield drive is faster, resulting in motions appearing smoother. The resolution is also higher and appears sharper. Plasma also allows broader viewing angles, which means even if you're not sitting directly in front of the television, your viewing experience doesn't change—so when your friends are gathered to preview the new season, everyone will be seeing a beautiful picture.

Many now feel that plasma TVs provide the ultimate viewing experience. To learn more, visit [www.panasonic.com](http://www.panasonic.com).