



# GIFT IDEAS



## Ho-Ho-Holidays! 'Tis The Season For A New HDTV

(NAPSA)—Whether for yourself or as a gift, there's never been a better time to finally buy a widescreen flat panel television. Prices continue to drop; even larger screen TVs that used to be prohibitively expensive are now within reach.

Before buying a television, there are many factors to consider, such as what room the TV will be placed in, what features are most important to you and, of course, price.

### Bigger Is Better

With a TV, size matters. If you're looking to replace the primary TV in your living or home entertainment room, bigger is better. For large rooms, TVs 37 inches and larger are always a good choice. For a more immersing experience, consider a home theater projector that can display screen sizes up to 300 inches.

### Small Packages

Looking to smaller rooms, such as a bedroom or kitchen, televisions sized from 32 inches and smaller are fine. For example, the widescreen Dell™ 32" W3207C LCD high-definition television features a depth of just 4.33 inches (without stand) and integrated 30-watt speakers that make it an excellent choice for mounting on the bedroom wall or inside a home theater cabinet. Remember, when choosing a TV it's important to make sure it adds to the comfort of the atmosphere rather than detract from it.

Now that size has been figured out, what about the features?



**Thanks to advances in technology, widescreen TVs are becoming more affordable.**

There are so many options out there it can be hard to decide what matters most.

### Featured Features

Most televisions today feature LCD (liquid crystal display) displays. LCD TVs operate by shining a back-light through a series of tiny polarizing crystals and color filters. This technology is reliable, moderately energy efficient and requires little maintenance. Benefits include:

- Long lifespan;
- Very thin and light compared to other TVs;
- Easily wall mountable to save space;
- Low risk of picture burn-in; and
- Excellent as a display for both TV and PC.

So what does it mean when a TV is a widescreen flat panel? All TVs used to feature CRT (cathode

ray tube) technology that made the back of the TV extend 10 inches or more. With LCD technology and widescreen display format, flat panel TVs today measure about four inches deep and are easily mounted on a wall to free up space in small rooms. Additionally, many DVDs are now presented in widescreen format.

### What Is HDTV?

HDTV is the highest-quality digital TV format available today. The color and resolution are better than with any other type of digital or analog transmission currently available. The sound can be transmitted in Dolby 5.1 surround sound and the picture is presented in widescreen. Most primetime and sporting events are broadcast in HD and the prevalence of HDTV is increasing dramatically. HDTVs typically have significantly higher native resolution than other TVs.

Now that you've narrowed down the size and feature set of the TV you want, it's time to take a look at your budget. TV technology continues to drop in price and, as a result, larger screen televisions are becoming increasingly more affordable. And with all the TV options available today, chances are you can find the perfect TV for you and your budget.

Taking your TV search online can help you research the best television options for your needs. For example, at [www.dell.com/tvs](http://www.dell.com/tvs), you can find a range of television sizes and features to fit virtually any budget.