

THE SMART CONSUMER

Helpful Hints From

CEDIA[®]

Custom Electronic Design and Installation Association

Top Tips When Giving Electronic Gifts Ⓢ

(NAPSA)—When looking for a one-of-a-kind gift, an increasing number of people are considering custom installation of the latest electronic equipment. If you are buying equipment for yourself or as a gift, you may want to heed these tips from the Custom Electronic Design and Installation Association (CEDIA):

1. **Wire for everything now**—While no one can guarantee what the future will look like, CEDIA professionals can offer good advice about technologies that are on the horizon—and help you sort out the hype from the reality.

2. **Plan for HDTV now**—High Definition TV is the new digital standard for enhanced picture quality for TV broadcasting. If you're buying a new TV or video projector for someone, make sure that person will be able to enjoy the incredible sound and pictures that are part of HDTV.

3. **Insist on integrated systems**—When buying electronic components for someone, make sure the equipment can be hooked up together, that it works with that person's existing system and can be operated with one easy-to-use control system.

4. **Don't buy yesterday's products** (often what's in stock)—Many stores purchase large orders of all equipment and sell it at discounted rates. Shop with a dealer that only provides new equipment and technologies.

5. **Consider integrating light-**

ing control with a home electronics system—Lighting sets the mood for home theater, entertaining or just a quiet night at home.

6. **Think with your wallet, but lead with your head**—Quality and long-term dependability are the most cost-effective attributes.

7. **Buy an experience, not a box**—Find a dealer that allows you to test-drive the entire system or at least experience the thrill of a high-performance system. Focus on the end result and make your choices based upon overall performance and value.

8. **If the recipient isn't technologically inclined, don't worry**. Easy-to-use, all-in-one remote controls are available for any system. You can even have the remote controls custom programmed so they make perfect sense.

9. **Consult a professional**—Designing and installing reliable, easy-to-use systems that add real quality to your lifestyle is the goal of CEDIA professionals.

10. **Increase service expectations**—Home electronics systems are a big investment. CEDIA professionals provide extensive options, comprehensive designs, complete installation and, especially, in-home service.

CEDIA is a national organization made up of custom designers and installers who work with homeowners, builders and architects. To find a CEDIA member in your area, call toll free 1-800 669-5329 or visit www.cedia.org.