

THE GOOD GUYS®

PAY LESS
Every day!

TV Talk

EVERYTHING YOU NEED TO KNOW!

Mini LED

Tiny Tech, Big Viewing

Lifestyle TVs

*What they are and
why they're hot*

Home Theatre

Tips For The Best Set Up

TV TECH

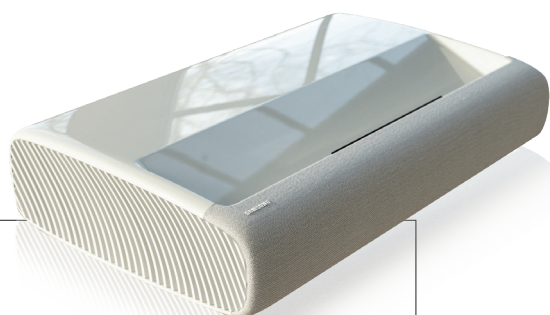
The biggest brands tell us what's new



Go huge with a smart 4K projector

Home theatre projectors have really evolved and are growing in popularity - particularly as more homes are introducing media rooms for incredible family viewing experiences. No more squinting at the screen to see what's happening - projectors are for big viewing. Coupled with the right sound bar or audio system, you'll have a full cinema experience in your own home. Just add popcorn.

Check out Samsung's Premiere Laser 4K Smart Projector, which is packed with all the smarts you need. It offers 4K output in a 120 inch display for incredible big screen viewing.



SAMSUNG
The Premiere Laser 4K Smart Projector

- Laser Technology
- 4K Resolution
- Ultra Short Throw Technology

SP-LSP7TFAXXY

TVs designed for your lifestyle

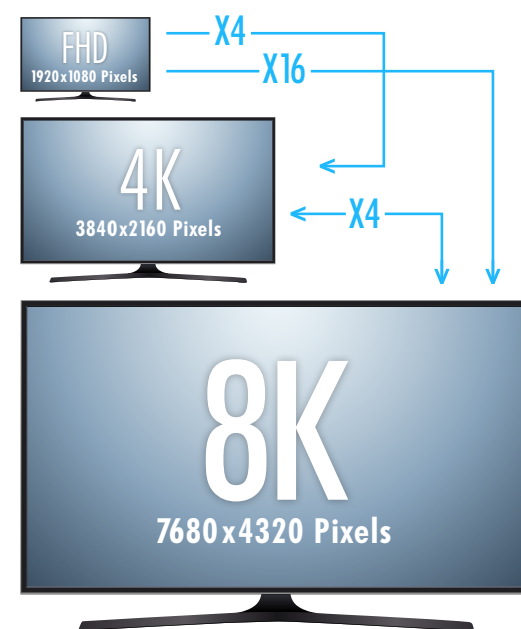
'Lifestyle' is a new category of televisions demonstrating that our favourite TV brands are really paying attention to how a television looks in your home and how they fit into our lives. For example - some lifestyle TVs are designed for outdoor use, while many are incredibly thin and will display stunning art or blend seamlessly into your wall when not in use. Cabling has also been a consideration with some reducing cables to really minimise any viewing distractions.

The LG 4K UHD Smart Gallery OLED TV and Samsung 4K UHD The Frame QLED TV are both super slim televisions more closely resembling framed art on your wall than a big box TV. The Frame TV by Samsung even has different coloured frames that can be purchased separately to change the look of your TV to suit your décor. Make sure you check these TVs out next time you're in store.

Upscaling will leave you speechless

Upscaling technology is set to excite in 2021. 8K Televisions deliver blacker blacks and the boldest colours you can imagine. With 4 times the pixels of a 4K TV, these TVs take your favourite suitable content and upscale it, to deliver exceptionally crisp picture quality. Love to watch movies? The sharp detail will make you wonder if you ever need to buy a cinema ticket again. If you want to future-proof your home entertaining investment, then 8K is your answer.

The Hisense 75" 8K ULED TV, the Samsung 85" 8K NEO QLED TV and the TCL 75" 8K ANDROID QLED TV are all 8K televisions that are worth a demo if you are setting up a home theatre in 2021.



Still debating which TV is right for you? Pop in store and our expert team will help you navigate all the latest tech so that you can make the perfect TV choice for you and your family.

TOSHIBA

DESIGNED
IN JAPAN

A philosophy of "Essential Beauty"

Striking 4K Clarity

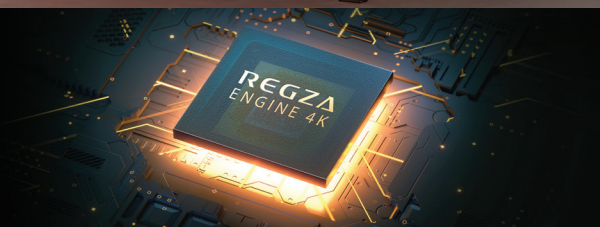
Redefines Every View

androidtv



High Performance 4K Picture

Engine 4K is Toshiba's high performance 4K engine for stunning picture quality, you can get an incredible ultra HD 4K images with breath-taking picture quality.



SHARP

AQUOS 8K

androidtv

Crystal clear picture and crisp
powerful sound

Immerse yourself in astonishing realism through
AQUOS 8K, combined with surround sound
Dolby Audio.

With 16 times more pixels than conventional Full HD,
a Direct Array Backlit screen, Chromecast built-in,
Android TV operating system, and Google assistant
on remote, feel excitement in your living room
like never before.

Dolby Audio

eilex
PRISM

Chromecast
built-in

HDMI™

Bluetooth®

Ok Google



THE GOOD GUYS

Shop the mag at www.thegoodguys.com.au/buy/tv-mag

What's the big deal with **MINI LED?**

THE TINY TECH MAKING A HUGE NOISE.

**In the constantly evolving world of TVs,
Mini LED is fairly new technology.
Read on to find out what it's all about.**



**Stronger
Contrasts**

**Thinner
Panels**

**Affordable
Quality**

What is Mini LED?

Mini LED certainly has a lot of people talking. So what's all the fuss about and what is it exactly?

In a nutshell, Mini LED is a more efficient and more effective way of backlighting an LCD screen. Without getting too technical, any diode, which is the 'D' in LED (Light Emitting Diode) that's no bigger than 0.2mm can be classed as 'mini'.

And the smaller the LEDs, the more LEDs can be fitted into any given space, which makes a significant difference.

Up until now, many premium TVs have come equipped with local dimming, which breaks up the 'lighting matrix' into separate zones. These zones can be brightened or dimmed independently, with brightness mapped to match either the brighter or more shadowy parts of the screen for a better overall picture. The result has been deeper shadows, brighter highlights and more vivid colour.

Mini LED takes another significant leap forward because it can create many more dimming zones. Due to their tiny size, Mini LEDs illuminate a smaller portion of the screen. They can be clustered more closely together, allowing for zones that are limited to just a handful of pixels rather than sections of the screen which might measure several inches square.

Mini has big advantages

Fitting more, and smaller, LEDs behind the LCD pixels means images can be brighter. It also means backlighting control can be more targeted and precise. Which in turn should allow for better control, resulting in less backlight bleed and stronger contrasts. You'll notice it especially with HDR shows, movies and games.

Mini LED gives you better blacks, better contrast and less halo around bright objects on a black background.

The smaller physical dimensions of these individual LEDs will also allow LCD TVs to be thinner than they were ever before. And yet, also more affordable than some other forms of TV technology on the market.

Mini LED TVs offer a simple, yet effective refinement of the TV designs you already love, giving you better picture and performance without major price increases.



SAMSUNG 65" QN800A 8K Neo QLED Smart TV

- Get one step closer to reality with Real 8K Resolution and AI Upscaling
- Picture quality in a league of its own with Quantum Matrix Technology Pro
- Impossibly slim profile with Infinity One Design

QA65QN800AWXXY



SAMSUNG 65" QN900A 8K Neo QLED Smart TV

- A viewing experience that breaks boundaries with Infinity Display
- Get one step closer to reality with Real 8K Resolution and AI Upscaling
- Picture quality in a league of its own with Quantum Matrix Technology

QA65QN900AWXXY

Spot the difference

We think you'll notice quite a difference in the picture quality. As mentioned earlier, you should notice improved contrasts and brighter images tend to stand out more also. When used correctly, Mini LED backlighting allows LCD panels to get much closer to OLED levels of performance than has been possible before.



TCL 75" C825 4K Mini LED Android TV

- 4K Ultra HD
- Mini LED
- Dolby Vision and Dolby Atmos

75C825



HISENSE 75" U90G 8K Mini LED ULED Android TV

- Mini LED Technology
- 8K AI Upscaling
- Hisense QLED Quantum Dot Technology

75U90G

Should you buy a Mini LED TV?

There are a number of factors to weigh up when deciding whether or not a Mini LED TV is right for you. Some of the major players such as Samsung, LG, Sony, Hisense and TCL have already developed some exciting models using this technology so you should definitely head in store to check them out for yourself.

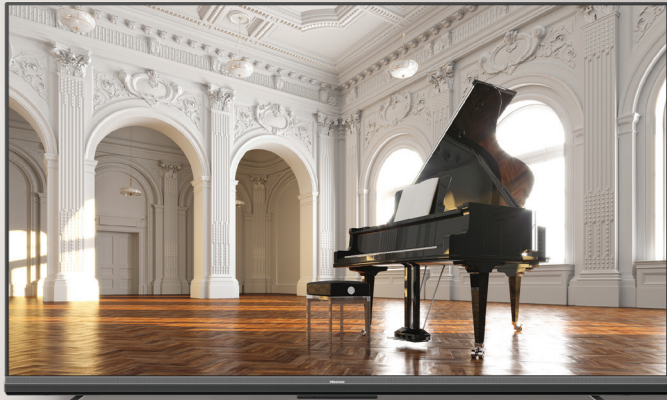


SAMSUNG 65" QN85A 4K UHD Neo QLED Smart TV

- Picture quality in a league of its own with Quantum Matrix Technology
- Unleash vivid colour with Quantum Dot
- Picture perfect down to the last detail with Quantum HDR 24x

QA65QN85AAWXXY

EXPERIENCE THE 2021 **Hisense** TV RANGE



SERIES

ULED TV U8G

55" 65" 75" 85"

- Full Array Local Dimming Pro
- Hisense QLED Quantum Dot
- Dolby Vision•Atmos
- Game Mode Pro (HDMI 2.1+VRR+ALLM)
- 200 Smooth Motion Rate
- Powered by VIDAA U5

SERIES **ULED TV U7G**

55" 65" 75" 85"

- Full Array Local Dimming
- Hisense QLED Quantum Dot
- Dolby Vision•Atmos
- Game Mode (VRR¹ + ALLM)
- 100 Smooth Motion Rate
- U5



SERIES **UHD TV A7G**

43" 50" 55" 65" 75"

- Wide Colour Gamut
- Dolby Vision•Atmos
- Game Mode (VRR¹ + ALLM)
- 100 Smooth Motion Rate
- Powered by VIDAA U5



55A7G
model shown.

Access all your favourite entertainment apps in one place, from world-class sport to award-winning movies and series.*

NETFLIX

YouTube

Stan.

Kayo

FOXTEL

prime video

Hisense ULED TVs utilise LCD screens with LED Backlighting. ¹ Game Mode does not feature VRR on the 75U7G / 85U7G / 85A7G. *Game Mode Pro is featured on the U8G and above ULED TV's. ²AI Upscaler is featured on all 2021 ULED TVs. ³Hands Free Voice are featured on all 2021 ULED Series.

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag

Hisense

Picture **PERFECT**



*The precision of
ULED Mini LED TV is
impeccable and results
in a realistic,
true-to-life image.*

ULED for the win

The pièce de résistance of the 2021 Hisense range is undoubtedly the spectacular ULED 8K TV with AI Upscaling Technology. This future-proof TV uses algorithms to optimise picture quality, so no matter what content you are watching, it's guaranteed to be of the highest quality possible.

Hisense ULED Mini LED TV technology is also a showstopper. Available in both 8K and 4K resolution, Hisense's ULED Mini-LED TVs deliver superior picture quality with stunning brightness and impressive colour contrast. With its extremely tight array of tiny, direct-lit LEDs that can be switched off to display deeper blacks, the precision of ULED Mini LED TV is impeccable and results in a realistic, true-to-life image that is further enhanced by Quantum Dot

Colour technology.

Hisense's ULED 4K TV (Series U7G and Series U8G) will delight those looking for top-notch tech and all-round performance. With industry-leading QLED Quantum Dot Colour together with Full Array Local Dimming Pro and 200 Smooth Motion Rate, the colour accuracy is nothing short of outstanding with picture quality and definition that appear crisp and sharp. Dolby Vision™ HDR and Dolby Atmos Audio complete the package for the ultimate audio-visual experience.

Optimised for your experience

There are so many reasons to choose a Hisense TV in 2021. The 2021 UHD (Series A7G) and ULED TV range (Series U7G and U8G) come

equipped with VIDAA U5 which has been optimised to improve the user's experience. The latest version is even faster and easier to search and navigate, and there'll be a lot more to navigate with the addition of new Australian and international streaming apps* such as Kayo, Foxtel and Stan to name a few.

With Google Assistant built-in and with vastly improved search functionality, users will be able to search, navigate and offer commands more easily than ever before. The new VIDAA U5 OS also sees the arrival of the VIDAA Smart Remote, with improvements in connectivity, search and overall functionality.

Ultimate sound optimised for you

Hisense's TVs boast fantastic quality sound built in, but their range of Sound Bars will really enhance your viewing experience, bringing cinematic sound directly into your home.

Hisense Sound Bars fit neatly in front of your TV and offer the ultimate home audio experience, with luxurious sound quality brought to you by the world-famous Dolby Atmos Surround Sound Technology. Imagine you and your mates on your couch watching a movie, while 11 built-in speakers and four upward-firing drivers deliver a multidimensional sound experience directly into your ears. Voices become more intimate, music becomes more vivid, and movies come to life like never before – all in the comfort of your own home.

*Subscription fees apply for streaming services.

THE HEADS UP ON 8K

All you need to know about this upscaling technology!

8K TV is here and it is awesome!

It means TVs are capable of displaying millions more pixels than ever before.

First, a few words about 8K

So what is 8K exactly? To explain, let's go back a couple of steps (and thousands of pixels!). 1080p screens, which were considered the benchmark only a few years ago, have a resolution of 1,920 by 1,080 pixels. Then along came 4K screens, which doubled those numbers to 3,840 by 2,160 thereby quadrupling the number of pixels. And now, 8K doubles the numbers again, to a resolution of 7,680 by 4,320. That's an amazing four times the number of pixels as 4K and a mind blowing 16 times that of a 1080p TV.

For a deeper understanding, have a really close look at your TV. Now, try to find a single pixel. Note, these are not the individual red, green and blue lights. They are subpixels, which means you're too close. If you're looking at a 4K screen, imagine four pixels taking up the space of that single pixel. And if you're looking at a 1080p screen, picture a grid of sixteen pixels, four by four, within that single pixel. That's 8K. It's much sharper than 4K and much, much sharper than 1080p.



And now down to the business of upscaling

There's a common misconception 8K TVs require content produced in 8K, which is not yet widely available. This is definitely not the case and that's where upscaling comes in. Upscaling means the resolution of a video is increased for better quality

and playback on higher resolution devices. TVs have actually been doing this for years by stretching old movies and TV shows shot in standard definition to make them clearer and sharper. This method has been acceptable for screens up to 4K. But with 8K TVs needing to fill four 4K TVs worth of pixels, these conventional upscaling methods are not enough. Lately, screen picture quality has gone from high

definition to ultra-high definition. And even though today's hardware has been developed to support not just 4K content but 8K content as well, the content itself has only just started being produced to 8K quality standards. Therefore, in order to improve the video display quality of content made before 8K technology existed, upscaling technology is used to keep up with today's ultra-high definition standard.



For 8K upscaling, AI (artificial intelligence) technology is used.

It works by converting low-resolution videos into content of much more vivid and natural resolutions by analysing the video data and adapting it intelligently.

Samsung has led the way with this technology in their 8K TVs, which makes even HD content look exceptional on their screens.

But Samsung is not alone. LG, Sony and Hisense have also been quick to join the party and offer brilliant 8K TVs.

SAMSUNG 75" QN800A 8K Neo QLED Smart TV

- Get one step closer to reality with Real 8K Resolution and AI Upscaling
 - Picture quality in a league of its own with Quantum Matrix Technology Pro
 - Impossibly slim profile with Infinity One Design
- QA75QN800AWXXY



SHARP 70" 8K UHD Android Smart TV

- Direct Full Array Backlit
 - Deep Chroma Display Pro
 - Video Optimizer
- 8T-C70DW1X



LG 75" QNED99 8K Mini LED Smart TV

- Real 8K Quantum Dot NanoCell Display
 - Alpha 9 Gen4 AI Processor 8K with AI
 - Dolby Vision and Dolby Atmos
- 75QNED99TPB



HISENSE 75" U80G 8K ULED UHD Android TV

- 8K AI Upscaling
 - Full Array Local Dimming Pro
 - Game Mode Pro
- 75U80G

SAMSUNG

Neo QLED 8K

The big screen experience just got better.



A truly immersive experience that's just a step away from reality.
Help take your favourite content to a higher resolution and enjoy unbelievable depth and detail*
with Samsung's 8K resolution and AI Upscaling.

*Native 8K content availability is very limited. Picture quality of upscaled content will vary depending on the quality and resolution of source content.

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag



Playing a **BIG GAME**

**Discover the pinnacle in big screen tvs,
kick back and get ready for the action.**

Samsung's astounding Neo QLED televisions will bring sports to life in your loungeroom, making you feel like you are right there cheering from the stands.

Samsung's Quantum Light-Emitting Diode (QLED) screens look stunning, thanks to a bright LED backlight, combined with "quantum dots" that enhance the colours. The result is a vivid and life-like picture that puts you in the middle of the action.

This bright backlight makes the screen brighter than OLED televisions, making QLED a great choice for brightly lit rooms.

There is no need to draw the curtains or turn off the lights thanks to anti-glare technology that reduces reflections, lessens distortion and increases the field of view so it looks great from anywhere in the room. It makes QLED perfect for Australian living spaces all year round.

The QLED's crisp picture and vivid colours bring the action right into your loungeroom. That extra brightness in a sunlit room enhances the contrast, to ensure you can still see the finest details

in the brightest highlights and darkest shadows. Watching the sporting action you will see every blade of grass, every splash of water and every glint of gold.

Traditionally, OLED screens have the upper hand in a darkened room as they do not rely on a backlight. This is where Samsung's Neo QLED takes picture quality to the next level, ensuring your television still looks stunning after dark.

Neo QLED benefits from Quantum Matrix Technology Pro, which takes advantage of a Mini-LED backlight that is divided into thousands of tiny sections. Each section can be controlled individually, ensuring the backlight only shines brightly where it is needed most.

The result is vivid highlights and deep blacks, banishing unsightly halos and blur around bright objects on a dark background.

Even better, Neo QLED features a 200Hz refresh rate, meaning that it redraws the picture on the screen 200 times every second. This eliminates judder, motion blur and streaking to ensure silky smooth sports action as the ball races across the screen.

Neo QLED is available in 4K and 8K resolution, taking advantage of AI upscaling technology to produce super sharp, finely detailed pictures, regardless of the quality of the source.

At the same time, High Dynamic Range (HDR) reveals even more fine detail. Samsung's Quantum HDR 64x technology sets a new standard and brings to life what you might have missed in the brightest highlights and deepest shadows. It makes the image pop with vivid, breath-taking colour.

The televisions themselves look like a work of art thanks to an Infinity Display design, which delivers on the promise of a "full screen" picture. The ultra-slim frame pushes the image right to the edge so there is practically no bezel or border — just pure, ultra-high definition entertainment.

The Slim Fit Wall-Mount lets you install your television almost flush against the wall for a completely seamless look. Samsung also takes a minimalist approach to cables and clutter. A single, translucent cable is all you need to connect all your external devices to your television.

Of course, a fantastic television should sound as good as it looks. Samsung takes the hassle out of optimising your sound with SpaceFit Sound technology, which analyses your loungeroom and auto-calibrates the audio so it sounds its very best. Simply turn on the television and let SpaceFit Sound do the rest.

Samsung's ground-breaking Object Tracking Sound Pro (OTS Pro) technology ensures the sound follows objects on the screen, so you always feel like you are in the middle of the action.

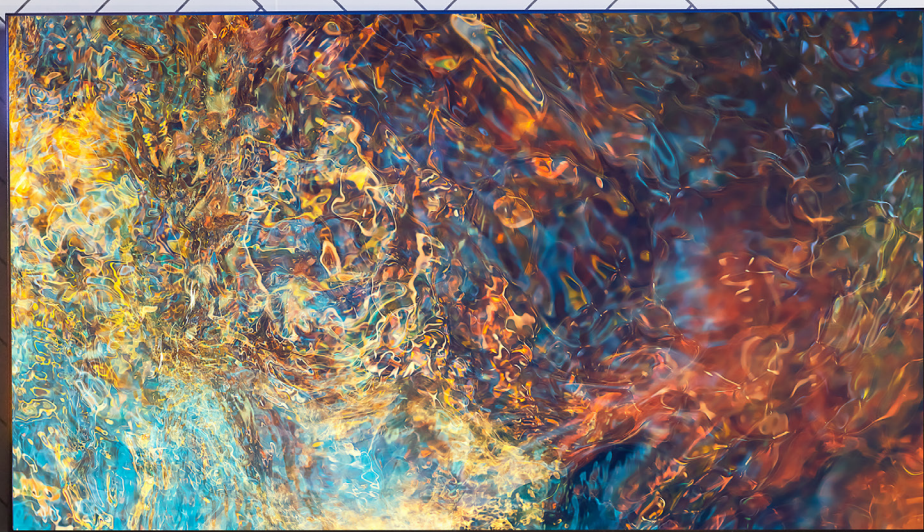
Active Voice Amplifier also offers ambient noise analysis and voice clarity optimisation. When noisy distractions make it hard to hear what is being said on the television, AVA enhances on-screen voices, to help produce clear and easily audible dialogue.

This means you do not need to constantly ride the volume controls as you cheer along.

SAMSUNG

TVs SO BEAUTIFUL

They're a work of Art



What is a Lifestyle TV?

Lifestyle TVs are specifically designed to elevate your living space. These TVs are either unique in shape, ultra thin and can convert into wall art, or are even made for use outside.

The Frame

A true work of art – when it's not in use, The Frame lets you choose from its built-in artworks or access hundreds of artworks from world-renowned galleries via the Samsung Art Store*. You can also purchase different frames for it to change up its appearance. Just pick the finish which best suits your style. Simply snap on the frame of your choice to update the view and your new frame will be held perfectly in place, making it either a real centrepiece, or enabling it to blend in with the background.



The Serif

With its eye catching design and stunning picture quality, The Serif blends seamlessly into the interior of any home. Blurring the lines between modern design and technology, its incredible 360° design gives you the freedom to place this QLED 4K Smart TV virtually anywhere inside your living space. Its Ambient Mode features two exclusive patterns inspired by the natural world around us and various colour options to match your mood. From set up to streaming, you'll find it easily navigates all of the different devices and apps available.

Modern
Design Meets
Technology

QLED 4K
Smart TV

Mirror Your
Phone With
A Tap

Built In Voice
Assistance

Wireless
Music With
One Touch

Check out Samsung's Customisable Frames

www.thegoodguys.com.au/samsung-tv-frames

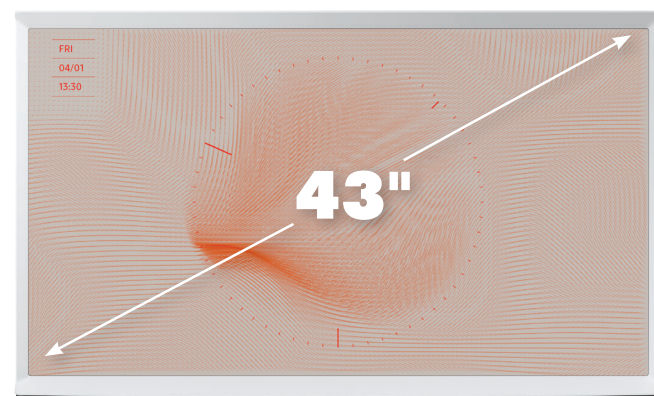
SAMSUNG 65" LS03A 4K UHD The Frame QLED Smart TV

- Transforms your TV into a piece of art
 - Free your TV from messy cables
 - Complement the style of your home with Customisable Frames
- QA65LS03AAWXXY



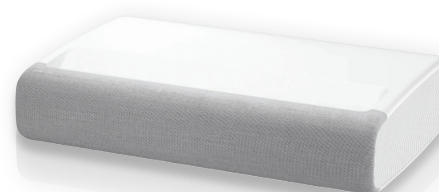
SAMSUNG 65" TERRACE 4K QLED TV with Wall Mount

- Weather Resistant
 - Direct Full Array
 - Quantum Dot Colour
- F-65TERRACEWMT



SAMSUNG 43" LS01 4K UHD Smart Serif QLED TV

- 360 TV Design
 - Quantum Dot Technology
 - Ambient Mode
- QA43LS01TAWXXY



Samsung Premiere Triple Laser 4K Smart Projector

- Triple Laser Technology
 - 4K Resolution
 - Ultra Short Throw Technology
- SP-LSP9TFAXXY

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag

The Terrace TV REVIEW

By Customer and Concierge
Member, Brad.

Why were you interested in Samsung's The Terrace TV?

Well, we have a newly built back yard deck that the family really loves. We use it for eating outdoors, family BBQs and lounging to read a book, but when I saw the Terrace TV, a television purpose-built for outside use, I knew it would maximise the enjoyment my family get out of this outdoor space – and our renovation investment.

What are your top three features of The Terrace TV?

Well there are many clever features that I could mention, but three that come to mind are:

Super Smart – The smart features of the TV were easy to activate. As soon as it connects, via an ethernet cable or your home Wi-Fi, you get immediate access to the apps so you can start enjoying your paid subscription streaming services like Disney+ and Netflix very quickly – plus, something I didn't know, was that you get access to "Samsung TV Plus" with literally hundreds of channels and programs – like "Fail Army" which is one of my kid's favourites!

Super Sound – The speakers and sound are already great on the TV, but you can also connect your own Bluetooth speakers. It was very easy to do and perfect for outdoor viewing and entertaining.

Super for Outdoors – It's clear a lot of thought has gone into the design of this TV to make it perfect for outdoor viewing. Along with incredibly crisp 4K picture quality and anti-glare tech, Samsung have included 'optimal viewing technology' which adjusts the output of the TV to suit the conditions. This means whether you're watching during the day or night the TV adapts to make sure the contrast, brightness and colours suit the conditions. Plus, the TV is also protected against light water and dust, so as long as you have basic cover, you don't have to worry about your TV staying outside. Very impressive.

Sounds like you're super pleased with Samsung's The Terrace?

Yes, we really are! Movie nights on the new deck with the family are so much fun. There's nothing better than turning on the footy or the V8 super cars, while firing up the BBQ out there too.



Weather-resistant
Durability

Anti-glare
Technology

Clear Picture
- Day or Night

Vivid Colour
& Contrast

**SAMSUNG 65" TERRACE 4K
QLED TV with Wall Mount**
• Weather Resistant
• Direct Full Array
• Quantum Dot Colour
F-65TERRACEWMT

To find out more about Samsung's The Terrace 4K QLED TV and see it in action,
watch Brad's full video review online, or pop into store and ask for a demo today.



SAMSUNG 65" TERRACE 4K QLED TV with Wall Mount

- Weather Resistant
- Direct Full Array
- Quantum Dot Colour

F-65TERRACEWMT

Soundbar not included.

The Terrace

Built for the great outdoors, The Terrace lets you experience a big match in your own backyard or a Hollywood blockbuster under the stars. Its QLED 4K delivers a brilliant picture day or night. The Terrace has an IP55 rating to protect it from water and dust and has incredible contrast and detail thanks to its Quantum Dot technology. It also comes equipped with Samsung's AntiGlare technology, which prevents reflections and bright rays getting in the way of your viewing pleasure. And its Ambient Mode + lets you customise the screen on standby mode so you can display art, photos, the time or weather.

Complete your outdoor entertainment experience

WEBER Family Q LPG - Black

- The largest in the Q range will feed up to 15
 - Stainless steel burners with single spark piezo ignition system and sleek styled roasting lid
- 56010124
Also available in Titanium
56060124



SONOS Move - Black

- Brilliant sound anywhere
 - Portable smart speaker for indoor and outdoor listening
- MOVE1AU1BLK



SOLT 190L Outdoor Beverage Centre

- 0-10c Temperature Range
 - Double Glazed Glass Door
 - 870w x 850h x 541d mm
- GGSBF190

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag

Timeless elegance.



LOEWE.

LOEWE stands for the best picture and sound quality for decades. For nearly 100 years, LOEWE have been creating high-tech, innovatively designed and easy to use systems. You can now experience a world in which elegance, tradition and performance come together in perfect harmony and discover the extraordinary TV models of the **bild v** from LOEWE. The latest technology and OLED panel with HDR10, HLG and Dolby Vision™ ensure maximum comfort. As you would expect from LOEWE, each set is individually calibrated and optimised for perfect viewing pleasure before delivery. The soundbar with six drivers provides 80 watts of total music output and blends in perfectly with the living environment.

Every LOEWE OLED television features a modern style without denying the timeless elegance that is at the heart of the brand. Masters of their craft and winners of over 250 international awards, LOEWE continues to remain at the forefront of television and sound technology.

LOEWE. Made in Germany since 1923.

For your nearest LOEWE authorised dealer, visit www.loewe.tv/au

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag

Loewe bild v.

Fascinatingly different.



OLED models Loewe bild v.65 and Loewe bild v.55 will inspire you with a lot of comfort.

All TVs feature the integrated Loewe dr+ hard disk and support the simultaneous recording of two programs. The new top models from Loewe also support permanent time-shift television via timeshift.

The sets of the bild v series are available in the **65 and 55 inch** display diagonals and offer many innovative functions: With the latest **SL5 chassis, SX8 Quad Core processor** and a high-quality 4K OLED panel of the latest generation. HDR10, HLG and Dolby Vision™ ensure maximum contrast range. As you would expect from Loewe, each set is individually calibrated and optimized for perfect viewing pleasure before delivery.

The new soundbar, equipped **with six drivers**, has a total music output of 80 watts (2x 40W) and blends in perfectly with the **basalt** colored fabric cover below the display.

The housing design sets new standards with its simple elegance and emphasizes the fine details.

Loewe bild s.

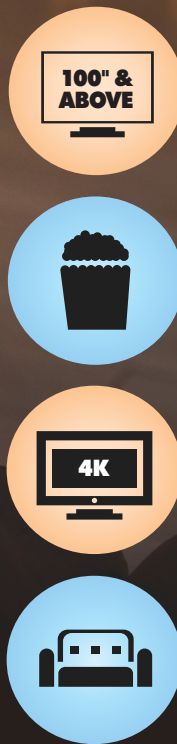
Magnificent in every detail.



Loewe presents with bild s.77 a new, luxurious OLED television set - Made in Germany.

The extravagantly equipped luxury model bild s.77 with its new SL5 chassis, SX8 Quad Core Processor and the pin-sharp 77-inch OLED panel of the latest generation ensures visually stunning moments in Ultra HD resolution. Even low-resolution content benefits from its brilliant 4K display thanks to sophisticated upscaling functions.

Smart image processing delivers additional dynamics and perfectly brings out the advantages of OLED technology. The most important high dynamic range standards HDR10, HLG and Dolby Vision™ are also included, as well as Loewe's instant channel zapping for minimal switching times.



Get The Ultimate Theatre Experience **AT HOME**

Nothing beats watching the latest blockbuster movie at the theatres. Until now. Imagine gathering friends and family to watch the latest Hollywood movie in your very own loungeroom. Now you can, and because the technology is surprisingly affordable, you'll wonder why you didn't set up a home theatre sooner.



It's important that you choose a projector that's designed for home theatre use and not business - which are more suitable for word docs than for streaming

Get the big screen experience – with a projector

Projectors are a great option for a screen size larger than 100 inches. To set up, start by considering your surroundings. Projectors work best in dark rooms. However, if you have any light in the room, go for a projector with 2,000 ANSI Lumens in brightness.

This Samsung Premiere Laser 4K Smart Projector has all the smarts you need for your home movie night. You'll get 4K output on a 120 inch display. It really is the big screen experience at home.

Connections wise, look for a projector with HDMI inputs rather than VGA connections. Otherwise, you won't be

watching your TV shows and movies in all of their glory.

Talking features, we recommend at least 1.5 times optical zoom and horizontal and vertical lens shift. Look out for smart connectivity as well so you can stream straight from the projector. This Samsung Triple Laser 4K Smart Projector is simply stunning with 2,800 ANSI Lumens in brightness. You'll also need a popcorn machine with this one, because you're not going back to the local theatre again after seeing a movie with this!



HISENSE 100" 4K HDR Ultra Short Throw Laser TV

- 100 Inch Ambient Light Rejecting Screen Included
- 4K HDR Ultra Short Throw Laser TV
- Dolby Atmos Immersive Audio 100L5FSET

Rock your at home movie nights – with a Big Screen TV

QLED technology makes large TV panels more affordable than ever. They create more light than other technologies so they are perfect for rooms that aren't pitch black. They generally last for 7-10 years of screen life, so you'll be able to get through a whole lot of Netflix and Disney+ no sweat.

4K OLED TVs are at the cutting edge of panel technology. They are perfect for a home theatre because of the picture contrast they provide and blacks they can reproduce. Scary movies never looked so frightening! The other great benefit is that OLED technology can be viewed from any angle. Movie night at home can include as many people as you can fit on your couch – everyone will have a great view.

Another great choice for a home theatre is the Hisense 100 inch 4K Laser TV. Hisense have pioneered an impeccable home cinema experience utilising laser tech. The 8 million megapixels have to be seen to be believed!

Whichever you choose, upgrading to the latest projector or TV will give you an immersive theatre experience that is sure to astound.

Setting up sound for the ULTIMATE HOME THEATRE

Everyone loves the bone rattling experience you get when watching a movie with an incredible sound track on the big screen. Now you can have the same audio quality at home with surround sound that's sure to impress.

Sounds good

When setting up sound for your home theatre, a surround sound system will get hearts racing. You can either buy a packaged brand of speakers from your favourite brands like Samsung, Sony, LG or Hisense. Or you can get creative and individually select speakers, a receiver and subwoofers from boutique sound brands.

Alternatively, a really good soundbar can provide you with more boom than you expect. They contain several speakers and often an external subwoofer - and are easy to setup. They can even operate as your Bluetooth music system, connected wirelessly throughout your home with other speakers. The Samsung 3.1 channel soundbar is perfect for a home theatre setup. Its plug in and play sound system packs plenty of punch.



YAMAHA 7.1Ch Surround Soundbar

- 16 array speakers reproduces true 7.1ch surround sound
- IntelliBeam automatically sets the optimum sound for each room
- Wireless Subwoofer for rich and powerful bass

YSP-2700B

Thinking speakers – location, location, location

If you're looking to set up surround sound, a traditional home theatre will include - one centre speaker, two front speakers (left and right), two rear speakers (left and right) and a subwoofer. This is known as a 5.1 setup.

A few of our favourite setup tips are:

- Place the centre speaker directly under your TV. This is the dialogue speaker and the closer to the picture the better;
- Your forward speakers should be larger than the back speakers;
- Rear speakers should be placed or installed right behind where the audience is sitting;
- A subwoofer can be placed anywhere around the room.

A 7.1 speaker setup adds more two side speakers, whilst a 9.1 system also adds front height speakers.



JBL Bar 5.1Ch 550W Soundbar

- 10 Inch Wireless Subwoofer
- Ultra HD 4K pass through with Dolby Vision
- Built-in Chromecast and Airplay 2

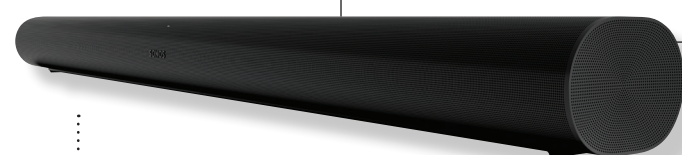
4649278



SONOS Arc - Black

- Premium smart soundbar for TV, movies, music, gaming and more
- 3D sound with Dolby Atmos
- Google Assistant and Amazon Alexa built-in

ARCG1AU1BLK



Connecting it all Together

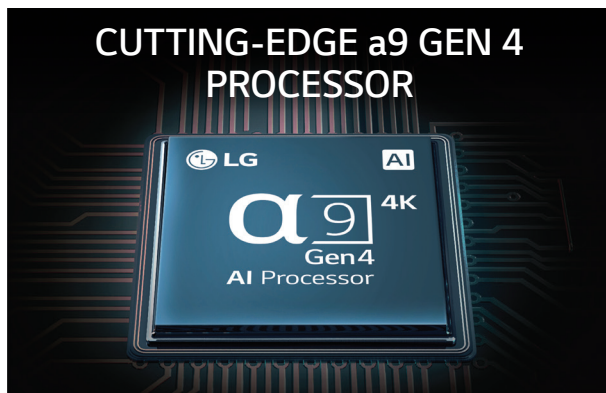
Now that you've chosen your speakers, you'll also need an AV receiver. The equation is easy. Big speakers need big power, whereas little speakers need less power. We recommend HDMI inputs, whilst some brands also offer Bluetooth connectivity for wireless ease. Make sure you choose the right receiver for your setup. Some receivers can't handle a 7.1 or 9.1 speaker system.

Next, we're going to talk about cables. Always choose HDMI 2.0 or 2.1 cables for your 4K TV and projector. Any less and you won't get the full power and quality out of your system.

So there you have it – top tips for setting up incredible sound to match your projector or big screen TV home theatre. Movie nights with the family will never be, or sound, the same again!



LIGHT UP THE GAME



LG OLED_{evo}

**WHY BE JUST A FAN?
BE THE LEGEND. LIGHT UP THE GAME.**

The next-gen LG OLED evo delivers a brighter, punchier picture with incredible clarity.
Don't just upgrade your TV, evolve your viewing experience.†





The new OLED manufacturing process will deliver brighter and sharper colours on screen, resulting in clear, realistic images with incredible life-like detail.



Television

EVOLVED

2021 is an exciting year for LG TVs, with the evolution of OLED and introduction of exciting new QNED Mini LED TV technology.

LG Electronics will introduce the company's first-ever QNED Mini LED TVs this year, its top-of-the-line offering is among the 2021 LG premium LCD TV line-up and truly represents a leap forward in LCD TV picture quality.

Thanks to quantum dot and NanoCell technologies with Mini LEDs as the light source, brightness and contrast are far superior to that of conventional LG LCD televisions. The new panel structure enhanced by the company's advanced Mini LED backlighting means these new TVs deliver a truly immersive viewing

experience within the LCD space. This line-up includes new 4K and 8K models covering a wide range of large screen sizes - up to 86 inches and will be available later in the year.

In addition, LG will introduce our next step in the evolution of OLED TV technology with OLED evo. Featured on the LG G1 Gallery Series TVs, the new OLED manufacturing process will deliver brighter and sharper colours on screen, resulting in clear, realistic images with incredible life-like detail.

Bigger, Better, Smarter TVs

We understand that consumers want bigger, better and smarter TVs, and this year the LG 2021 TV suite offers a wide range of TV technologies – OLED, NanoCell, QNED Mini LED

and UHD – sizes from 48 to 86 inches and in 8K and 4K variants. As the global leader in OLED display technology, LG is taking viewing and gaming experiences into new territories through intelligent upgrades, a variety of screen sizes and sophisticated form factors that make it easy for consumers to access their favourite content and connect to other smart home devices via LG ThinQ™ AI integration.

Experience the Action

The atmosphere and excitement of major sporting events this year can really be experienced in the home with LG 2021 NanoCell TVs - thanks to big screen sizes up to 86 inches. LG NanoCell delivers incredible picture quality with enhanced colour purity by employing nano meter – sized particles that absorb unwanted light wavelengths and enhance the purity of the red and green colours displayed on the screen to create purer and cleaner colours. The use of NanoCell technology in the LG IPS panel enables this broad spectrum of colour to be seen at wide viewing angles – even as far as 60 degrees – making it the ideal choice of TV to gather your friends around for the big games.

At the same time, the patented LG smart TV platform, LG webOS 6.0, allows consumers to keep up with their favourite teams, even while they're watching other content. The built-in Sports Alert feature gives notifications for Premier League, NBA and NFL games on free-to-air TV providing match times, scores and more so you can stay on top of your game.

Incredible sound, incredible looks

LG Electronics sound bars complement our line-up of premium TVs, through sleek designs and minimal clutter matched with powerful output. LG partners with the experts when it comes to audio and has a long-standing relationship with Meridian, the UK-based pioneers of high-fidelity audio, bringing the very best of high-fidelity audio into Australian

homes. In addition, LG sound bars feature Dolby Atmos® integration, which produces rich, atmospheric sound and creates textured layers of details and depth. When playing content mastered with Dolby Atmos or DTS:X, users will enjoy realistic surround sound with audio that appears to originate from multiple directions. You'll truly feel as though you are in the stands of that sporting event you are watching.

Premium cinematic experience with OLED

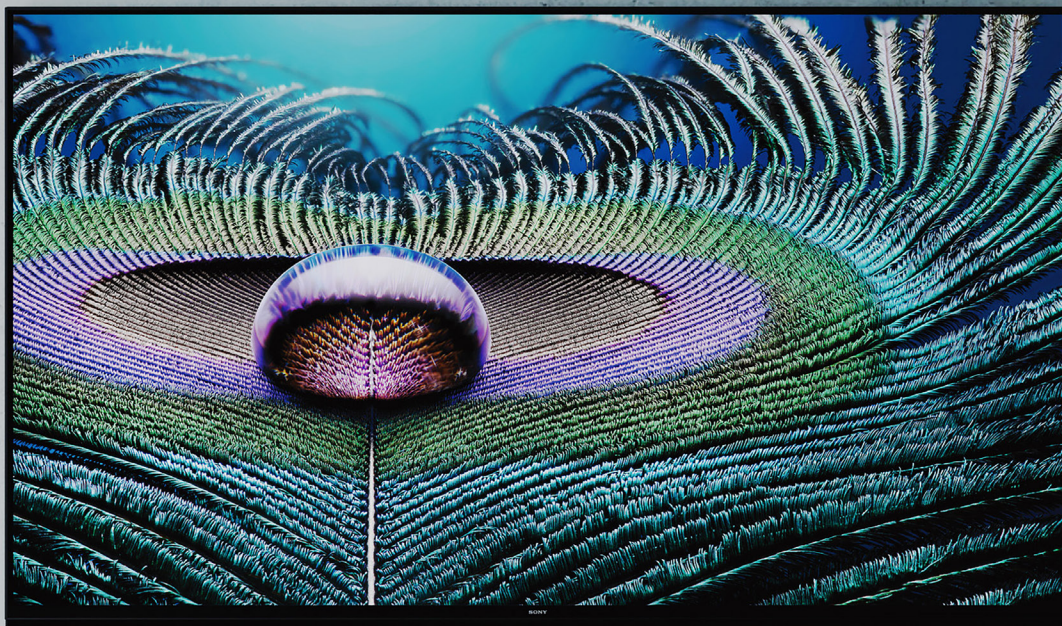
LG OLED TVs set the standard for a premium cinematic experience in the home and the 2021 TV range offers a world of entertainment capabilities to match. When it comes to the ultimate viewing experience with OLED, there are more choices than ever before with the exciting new models available in additional sizes this year.

The newest LG G1 OLED series features OLED evo, a new OLED manufacturing process that delivers brighter and sharper colours on screen. Meanwhile, the LG C1 OLED series boasts a diverse range of size options up to our new 83 inch model.

The new range includes our innovative LG (Alpha) 9 Gen 4 AI processor, that leverages deep learning to enhance upscaling, making lower quality content look life-like on the large, self-emissive displays. What's more, the upgraded LG webOS 6.0 operating system offers an intuitive user experience with a completely redesigned home screen - similar to the layout of a smartphone. You'll get faster access to the paid content streaming apps you love, including Disney+, Netflix, Amazon Prime, Apple TV and more, and our simple content discovery capability will even make recommendations based on your viewing history.



SONY®



PICTURE QUALITY GAME CHANGER

Sony's new Bravia XR Cognitive Processor will be a game changer in 2021. We chatted to Sony to find out more about their latest technology and line-up.

Sony is launching the new BRAVIA XR Cognitive Processor for 2021 and it is an absolute game changer when it comes to picture quality. It works by analysing the incoming images on screen with cognitive processing and in real time, the XR Processor deploys all of its power to enhance and improve the parts of the image that are most likely to be focal points for a viewer's eyes. This intelligent prioritisation enables Sony to deliver the best image quality, no matter what you are watching.

Another major piece of technology for 2021 is found within the X90J, the brightest OLED Sony has ever produced. It can reach more than twice the brightness of some LED TVs on the market and really is one to watch when it is released into the Australian market.

Intelligent TV

Sony's 2021 line-up introduces the world's first cognitive intelligence TV*, the Sony BRAVIA XR cognitive processor creates images and sound that are as close to the human perception of the world as it gets. Sony BRAVIA XR TVs are designed to make every detail of picture more beautiful, every sound more immersive. The result is a deeply human and very emotional experience that is more immersive than ever.

Unlike a conventional TV where all picture elements are adjusted to the same level, BRAVIA XR TVs cross analyse and adjust each picture element to its best outcome in conjunction with each other, so that picture quality is in harmony and feels natural.

XR Sound enables advanced sound processing that mimics the human ear by pinpointing where sound is coming from and placing it in the right spot on screen, BRAVIA XR TVs put you at the heart of the scene.

A virtual sound experience with extra dimensions, that deliver sound in horizontal and vertical directions, BRAVIA XR TVs provide a real multi-dimensional experience. They analyse and upconvert audio to 5.1.2ch surround sound, creating a true 3D soundscape.

*Processor that cross-analyses multiple picture elements combined with focal points, recreating human perspective. As of December 2020, verified by Strategy Analytics.



Super clear action

Many of our TVs are Motionflow 200Hz, so you never miss out on the action but the best TVs for this year of sports are the BRAVIA XR range of TVs from Sony.

Our XR range are either Full Array LED or high-end OLED models and these TVs feature Sony's XR Motion Clarity technology - which allows for super clear sports and action movie viewing without affecting the brightness of the TV, an experience exclusive to Sony.

Powerful sound

Sony TVs already have incredible sound built-in, but as TV screens get bigger, the addition of a Sony Soundbar allows audio to match the scale of the onscreen action. BRAVIAs latest TVs are designed to fit your Sony soundbar seamlessly below the screen and enjoy deep and powerful sound alongside stunning visuals.

Top sound bar tips:

When choosing a Soundbar, connectivity between the Television and the Soundbar is important. HDMI provides an easy, no fuss set up option and allows you to control your Soundbar via your TV.

The size and layout of your room is also an important factor in finding the right soundbar. Sony's range of compact all-in-one soundbar are the perfect way to elevate your TV sound

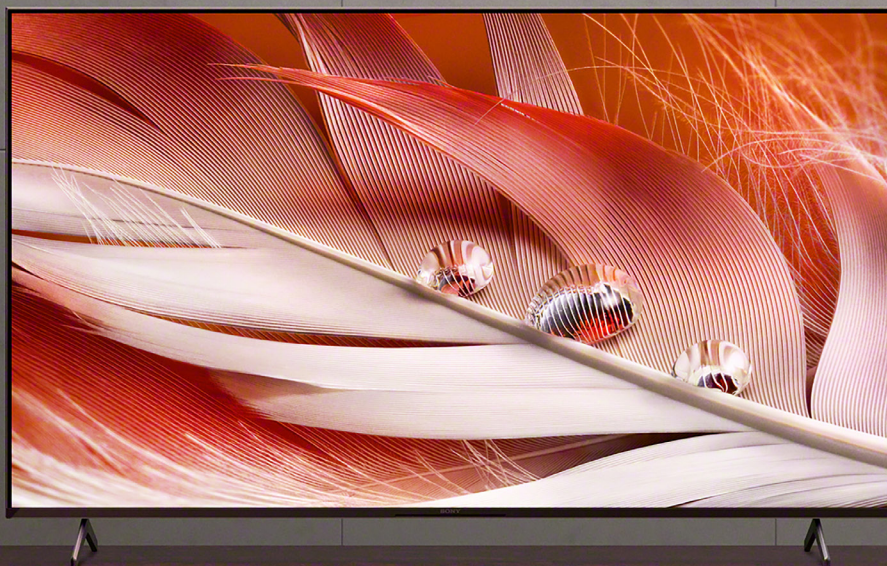
in smaller spaces without it becoming overwhelming, while the soundbars with separate subwoofers deliver a deep and punchy even in large rooms.

For movie, sport and gaming lovers, soundbars which support Dolby ATMOS/DTS:X will transform your viewing area. The multi-dimensional surround sound you can achieve through these technologies allows you to experience new realms of

action and be immersed in cinema style audio at home.

Wireless connectivity, including Bluetooth is also an important feature to look for. Many Sony BRAVIA Televisions allow TV audio to be sent to a Sony Soundbar wirelessly, making set-up easy. Bluetooth also allows you to connect your phone to the Soundbar, providing a great way to enjoy music from Spotify, YouTube music and other music providers.

Sony BRAVIA XR cognitive processor creates images and sound that are as close to the human perception of the world as it gets.



TCL Mini LED TV

C825 Series

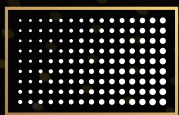


65" / 75" model shown.

BUILT-IN SUBWOOFER

Delivers a rich, powerful bass experience to bring movies and music to life.

Mini LED



Thousands of LEDs to boost contrast and brightness



FULL ARRAY

More local dimming zones to achieve deeper blacks



Accurate reproduction of colours



A smoother and uniform illumination

Mini LED

VRR
Variable Refresh Rate

up to 120Hz

FULL ARRAY

Dolby
VISION IQ

androidtv

QLED

ONKYO

BUILT-IN
(SUBWOOFER)

Visit www.tcl.com/au for more info

f @TCL.AUS.NZ t @AUTCL i @TCL_AUS.NZ in @TCL AUS.NZ y @TCL AUS_NZ

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag

THE GOOD GUYS®

PAY LESS
Every day!

SAMSUNG

TV when it's on. Art when it's off.

The Frame QLED 4K Smart TV



*TV displayed is 75", shown with Customisable Bevelled Brick Red Frame (sold separately).

THE GOOD GUYS



Shop the mag at www.thegoodguys.com.au/buy/tv-mag