CORNING

LCD TV Buying Guide

STYLE

LCD TVs are the ideal choice to take full advantage of today's High-Definition Lifestyle and to stay ahead of the curve for tomorrow's technology.

QUALITY

LCD resolution is independent of screen size, allowing you to enjoy a high-quality viewing experience no matter how big or small the screen size, from almost anywhere in your room.

VERSATILITY

LCD TVs aren't just for television viewing. They are also great for computing, gaming, viewing digital photos, and other emerging applications.

5 THINGS TO KNOW WHEN BUYING AN LCD TV

1. Find the Right Size

- Take note of your room's size. Make sure you provide for a comfortable viewing distance between you and the TV.
- Corning's interactive floor planner can help you start with envisioning the appropriate size, style and location of your new LCD TV (www.discoverlcd.com).
- Know your dimensions (height, width and depth). Make sure the TV will fit in the space where you want to put it.
- Look for HDTV with an excellent viewing angle, at least 170°.

2. Get the Best Picture Quality

- Make sure your favorite programming will display adequately.
- Test the TV with a variety of programming types (sports, movies), sources (cable, DVD) and quality levels (HD, digital channels, non-digital).
- Does the television provide the best quality picture for day – and night-time viewing?

3. Maximize the HD Experience

- Make sure the TV has the quantity and type of connections required to get maximum display quality from your components.
- Corning's Connector Guide can help you begin exploring how to make your new LCD TV more than just a television set by directly connecting all your devices with ease (www.discoverlcd.com).
- Make sure you can also view your high-resolution photos on your set and view your personal filming in high definition.

4. Don't Forget the Sound

- Listen to the TVs audio quality – make sure the audio sounds as natural as possible.
- For true cinema sound quality, assemble a full home theatre system with surround sound speakers and subwoofer.

5. Remember the Little Things

- Does this TV boast amenities? For example, does the remote control have back lighting or glow-in-the-dark buttons to help you see what you're doing when the lights are off?
- Is the television easily portable?
- Will it require professional installation or special shipping?

For additional information about LCD TVs, new products and latest technologies, please visit

www.discoverlcd.com