

THE WESA NEWSLETTER

associated with NATIONAL ELECTRONIC SERVICE DEALERS ASSOCIATION

Volume 38 Issue 1

JAN. - FEB. 2010

P O BOX 125 SUSSEX, WI 53089

JUNE 11, 12, & 13 SUMMER CONVENTION 2010 WILDERNESS WATERPARK

There are over 250,000 sq. ft. of indoor waterparks at the Wilderness! From the Wild WaterDome, a unique indoor waterpark that allows you to tan indoors year-round to the Klondike Kavern with its lazy river, tube slides and dumping buckets and the Wild West with Bumper Boats, there is something for everyone at the Wilderness!

During the summer, when you include the outdoor waterparks, the water splashing fun adds up to more than an amazing 500,000 square feet of amazing thrills!

There are many attractions and activities that are up on dry land as well!

Feel like a few rounds of golf? Wild Rock Golf Club is a challenging 18-hole championship course with stunning vistas and varying terrain. The Woods Family course offers 9 holes of golf for any level of expertise.

Fields at the Wilderness, just one of the restaurants at the Wilderness, offers the finest in dining while the Wild Canyon Café offers breakfast and dinner (and buffets) in a 'Gold Mine' setting. Sarento's at the Wilderness features authentic Italian dishes and live entertainment.

The fitness center is complete with cardio and strength training equipment. If you are ready for some pampering, visit the Sundara Spa! Make your appointment and be transported by their luxury transfer for a full rejuvenating spa experience.

For more details, see Pete's President's Pen.

NO INTERNET FOR SOME

In a National Telecommunications and Information Administration survey of 50,000 people, 30% of the respondents said they are not using the Internet either at home or on the job, according to [B&C](#).

The data, commissioned by the NTIA through the Census Bureau, shows that the poor, seniors and minorities continue to lag behind other groups in adoption, B&C said. It also shows that broadband adoption is up from 2007, from 51% of all households to 64%.

VIZIO WARRANTY

Indusys Technology, Inc. (ITI), the world leader of services and support for high-tech equipment and products companies, has joined NESDA, the National Electronics Service Dealers Association, as a Corporate Member.

Richard Otsuka, VP of Sales for ITI, made a presentation to the NESDA Board of Directors during the January NESDA Board meeting, announcing that it would like to partner with the NESDA service network.

ITI has used independent contractors before, but is now interested in using independent NESDA professionals to service Vizio products under warranty.

"This could be a win for independent service, and will offer an opportunity for some of our members," stated Dave Thomas CSM/MST, NESDA President. "We realize that doing service work for this company will not be a fit for some business models, but we believe it will provide additional possible options for other members who pursue this type of business."

ITI understands that they will need to negotiate individual agreements with NESDA members and will follow up with those who contact them.

If you are interested in doing Vizio warranty work and possible additional COD referrals in the future, please contact Richard Otsuka, VP of Sales, ITI, at 210 Baypointe Parkway, San Jose, CA 95134. Email: richard.otsuka@itiworldwide.com.

8 TVs - 1 DVR

How's this sound: the launch of whole-home DVR service that would hook up as many as eight TVs to a single DVR, and the ability to see this year's Major League Baseball All-Star game in 3-D.

That's just some of the plans outlined by the new CEO of DirecTV, Michael White, during a conference call with the media to lay out his plans for the company in the year ahead, reports [Multichannel News](#).

In addition to expanding the company's DVR and 3-d capabilities, he spoke about more mobile tools via DirecTV Cinema; and a vast expansion on the pay-per-view front.

Mr. White told the media, "We intend to continue to create innovative products and services that lead our industry and create loyal customers for life."

2009 - 2010 OFFICERS & COMMITTEE CHAIRS

President

Pete Kosovich, CET
Peko Electronics
8155 So. 27 Street
Franklin, WI 53132-9310
(414)-761-0888 pekopete@aol.com

Vice-President

Jeff Oppelt
Racing Electronics
1339 Cty Trk JJ - Box 432
Neenah, WI 54956-3539
(920)-725-7185 racingelectronic@aol.com

Secretary

Jeff Paschke, CET/CA
Future Electronics
943 N. Main Street
Oshkosh, WI 54901
(920)-426-5556 jeffp@athenet.net

Treasurer

Sandy Neuens
N66 W26738 Lakeview Dr.
Sussex, WI 53089-3430
(262)-246-3271 snlneuens@wi.rr.com

Board Members

Larry Neuens
Kemmer TV
P. O. Box 125
Sussex, WI 53089-0125
(262)-246-6495 kemmertv@wi.rr.com

C.E. "Chic" Young PE-CSM/CET/EHF
54 Merlham Drive
Madison, WI. 53705-4960
(608)-358-2238 chic@chorus.net

Convention Coordinator/ Board Member

Vincent Rowan CET
Rowan's TV & Appliance
312 So. Superior Avenue
Tomah, WI 54660-1636
(608)-372-6594 + FAX
rowantv@charterinternet.net

Newsletter Editor

Larry Neuens
P.O. Box 125
Sussex, WI 53089-0125
(262)-246-6495 kemmertv@wi.rr.com

By-Laws & Job Clearing

Gerald Hall
9447 N. Maura Lane
Brown Deer, WI. 53223-1227
(414)-355-5883 Jjhallg@aol.com

Library

Tom Cyganek CET
5433 Tami Lane
Greenfield, WI 53221-3219
(414)-281-0526 tcyganek@wi.rr.com

Marketing & Promotional

Roy Adams CET
5610 CTY TRK V
Caledonia, WI 53108-9764
(414)-418-5158 royal19960@aol.com

Membership

Steve Donaldson
5001 W. Good Hope Rd.
Milwaukee, WI 53223-4842
(414)-228-6400 (414)-228-6401 FAX
steved@nesselectronics.com

WESA Webmaster

Don Bauer
803 Kekoskee Street
Mayville, WI 53050-1019
(920)-387-2593 dabauer@charter.net

THE WESA NEWSLETTER is the official publication of the Wisconsin Electronics Service Association, Inc. It is published bi-monthly for a better informed membership. Distribution is limited to the membership and various key personnel in the electronics profession. All statements and opinions are those of the various authors, and are not necessarily those of the Association. Material may be reproduced with credit to the **WESA NEWSLETTER**. www.wesa.org

Editor: L.E. Neuens P. O. Box 125 Sussex, WI 53089-0125 262-246-6495

kemmertv@wi.rr.com



FROM THE PRESIDENT'S PEN

It's almost been a month since the Winter get-away/Board meeting. Special thanks to Sandy Neuens for handling the arrangements. All went well.

The biggest item on the agenda was this year's convention. This will be WESA's 51st Annual Convention, the beginning of the Next 50. We're not done yet! We are going to have an especially eventful but condensed & relaxing convention.

It begins with the location. The Wilderness Resort in Wisconsin Dells is a beautiful facility, with a natural environment and rustic atmosphere. Very isolated & relaxing. Hence the theme "Escape to the Wilderness". The dates are June 11th-13th, 2010. The room rate is \$109. Check out their web site at www.wildernessresort.com The hospitality room will be open for business Fri & Sat Eve. Come up on Friday, relax & revitalize. Network and brainstorm on the future of the service industry.

Be ready for a technical seminar with Chad Tremble from Sony on "New Technologies" from 9 till noon. Lunch will be on your own. Then Saturday from 1PM to 2:45PM, we will hear from Mike Baumer from NEW. He will speak on extended warranties and how they can help your business. The annual Membership meeting will be from 3-5PM.

The Saturday evening banquet will begin with a cocktail hour & Hors d' oeuvres from 6-7, followed by the banquet and installation of officers. This years full participation fee is \$40. It includes 2 seminars, the hospitality room and Saturday's banquet. Under 16 - \$20, and Saturday's Banquet only will be \$30.

I have already begun to promote the convention. 500 flyers have been sent to some parts distributors to include with their shipments to Wisconsin clients. We are welcoming non-members to participate in the hopes we can attract some new members.

I expect the availability of rooms to be an issue. Please make your reservations early to guarantee your spot. Call the Wilderness at 1-800-867-9453, ask for block # 183092. If you have any other questions. please call me at 414-761-0888 or e-mail me at pekopete@aol.com.

Our next board meeting will be at The Wilderness on April 11th. Brunch will begin between 10-10:30. Come Saturday eve, the 10th and relax.

See you soon! Thanks, Sincerely Peko Pete Kosovich

REFLECTIVE SCREENS

For the record: I hate reflective screens.

In the past, I've written about how I hate them on laptops. And, judging from the reader comments, many of you hate them as well. Unfortunately, it seems like our pleas are falling on deaf ears. Matte screens are becoming harder to find on laptops: you usually have to search out "business" models, which are sometimes lean on consumer-friendly features and pricing. So, if you're not in a totally darkened environment, you're left staring at your own reflection in the screen, instead of at your work.

Now the trend is extending to TVs, as well. Once upon a time, plasma screens had reflective glass, while LCD screens had matte finishes. But as LCD continues to take market share from plasma, the LCD TV manufacturers are struggling to distinguish their products from one another in the marketplace. And with the spec sheets becoming ever more identical--1080p resolution, LED backlighting, 240Hz refresh rate, zillion-to-one contrast ratio--design becomes more important than ever. In addition to ever thinner panels, shiny, glossy, highly reflective screens are becoming the norm in LCD land.

The cynic in me still thinks the manufacturers really prefer the glossy reflective screens because they "pop" on the showroom floor at Best Buy--shoppers eyes are drawn to shiny baubles, even if they're \$3,000 big-screen TVs. But, to be fair, the glossy screens aren't entirely cosmetic. Manufacturers claim that the glossy screens preserve black levels by focusing the reflections rather than scattering them in a more diffuse pattern. So, you'll see the light from a window will only take up that much space on the screen, instead of having the larger discolored white blob you'd see on a matte screen.

While that's certainly true, the fact is that I find the diffuse matte reflection to be much less objectionable than seeing a mirror image of my living room staring back at me.

John Falcone

TOP CHANNELS

Beta Research's Annual survey of cable operators one again ranked two ESPN channels in the top two positions of most valuable basic cable networks. ESPN ranked No.1 with operators ascribing a value to the network of 93 cents a month. ESPN2 was second on the list at a valuation of 53 cents a month.

According to the report, No. 3 was the Disney Channel (42 cents), followed by Fox News Channel (40 cents), "Discovery Channel and TNT (36 cents apiece); CNN (35 cents); USA Network (34 cents), NFL Network (33 cents), Nickelodeon/Nick at Nite and TBS (each at 32 cents); and The Weather Channel (31 cents)."

Multichannelnews

DISH vs DIRECTV

Dish Network reported today that it added a net 249,000 subscribers in last year's fourth quarter. DIRECTV reported last month that it added just 119,000 net subscribers in the fourth quarter.

Dish Network says it had 14.1 million subscribers at the end of the fourth quarter while DIRECTV said it had 18.5 million.



SOMBODY FLIPPED THE SWITCH !

Historically February is the worst month for my business. Besides most people still paying off their property taxes and Christmas bills, it always seemed that people didn't believe that I did antenna work in the winter. Sub zero days and snow covered roofs did occasionally slow me down, but most of the work continued throughout the winter.

Three calls just before the Super Bowl were expected because Dish Network didn't carry the game in HD. The following week we even had a few snow days but sometime in the second week of February somebody flipped the switch! I spent five days at home with nothing to do until I picked up a job on Saturday.

The following week I carried the phone around and it seemed that even the telemarketers quit calling. I called myself a few times to make sure the lines were working. Not being one to lay around, at least the vacuuming, cleaning, and cooking all got done during the day. Paper work for the business got caught up on and even the Newsletter got done on time!

Two other very important things also were accomplished. I finally filled out all the necessary information to get in line for health care at the VA. AND I finally have a new website!

GO DADDY! Not the easiest thing to accomplish and still much to do but you can now visit <http://www.kemmerv.com> Quite time consuming especially when you have to get all the information and create accounts with all the search engines out there.

I was also able to display my award from Angie's List. I received a "Super Service Award for 2009". Each year Angie's list presents the Super Service Award to companies that have maintained a superior service rating. Fewer than 5% of companies on Angie's list meet the eligibility requirements.

I did pick up another job at the VA last week. Interesting system at the VA because there are only two satellite dishes and two antennas that supply over 410 TV's with more than 36 channels.

Let me know how your Biz has been...

LEN

WWW.UED.NET

The WESA Newsletter welcomes its newest advertiser; Union Electronics. Their facilities are located in Beecher, Illinois (roughly 30 miles south of Chicago), occupying 15 acres and their warehouse is over 50,000 square feet .

With over 5,000,000 parts, the UED.net Online catalog makes it easy to find the parts and information you're looking for. Unlike printed catalogs, their Online Catalog is frequently updated with the latest pricing and availability data. New part numbers are constantly added as they are received. Tell them you saw their ad in this Newsletter!

PICO SOLAR CHARGER

This solar charger is probably one of the most portable eco-friendly devices out there. It features a lightweight and compact charger that can charge most of your electronic devices especially when you're on the go. There's some crystalline solar cells embedded into this device to catch the energy from the sun's rays.

Here are the features of the FreeLoader Pico Solar Charger:

- Compact and lightweight solar charger for small electronic devices

- Advanced solar cell and lithium ion battery technology

- Solar panels will charge its internal battery in as little as 10 hours

- If you're lazy or pressed for time, you can charge the Pico's internal battery via USB

- Delivers its charge to your cell phone, iPod, or GPS in just 30 minutes

- Provides up to:

- 35 hours on mobile phone

- 14 hours on iPod

- 1.5 hours on GPS

- Master power cable and four adapters to fit the following:

- Small pin Nokia Sony Ericsson

- Mini USB (Motorola, Blackberry, most smart phones, Garmin and many GPS units, PDAs, etc)

- Connects to virtually any device supplied with a USB charge or sync cable.

VIDEO & VOICE CALLS THROUGH YOUR TV

Samsung Electronics Co., Ltd and Skype today announced that the new Samsung LED 7000 and 8000 series HDTVs of 2010 high-definition televisions will feature embedded Skype™ software allowing Skype users to make video and voice calls through the TVs. Samsung, the global market leader in televisions, will begin shipping TVs with Skype software in the Korean market this month, and worldwide in the first half of 2010.

"Our consumers want their televisions to be a 'one-stop shop' for entertainment and communication delivered with the highest quality," said Kevin Kyungshik Lee, Vice President of Visual Display at Samsung Electronics. "Including Skype on our TVs meets that expectation perfectly. We're thrilled that Samsung's consumers can now use our TVs to experience the rich video and voice communication that hundreds of millions of Skype users worldwide enjoy."

The debut of Samsung's Skype-enabled televisions reinforces Skype's commitment to making its video and voice calling capabilities available on a full range of Internet-connected devices, including TVs. Televisions with built-in Skype software were first introduced at the International Consumer Electronics Show in January 2010.

The Samsung LED 7000 and 8000 series televisions include Samsung's free Internet@TV service, which allows access to select online content. Consumers who connect the

TVs to the Internet can easily attach a FREETALK® TV Camera for Samsung provided by In Store Solutions (ISS), available at www.skype.com/store, making it possible to place and receive voice calls and High Quality Video calls. Voice calls will use Skype's SILK audio codec, which enables super-wideband audio quality.

Using the TVs' remote controls, consumers can create free Skype accounts, log into their existing accounts and navigate via a simple Skype interface accessible on the televisions' screens. Skype video calls will be free, as will voice calls between Skype users. Using Skype to call traditional landline and mobile phones will cost just pennies per minute.

"Increasingly Skype users want to communicate away from their computers, particularly when it comes to video calling," said Jonathan Christensen, General Manager of Platform at Skype. "Thanks to Samsung, Skype is helping even more friends and families benefit from the meaningful connections that Skype's video and voice calling provides."

In addition, LG and Panasonic have previously announced Skype embedded HDTVs due out this year.

DIGITAL GREETING CARDS

Pandigital has its recently introduced Photo Greeting Card line — a selection of greeting cards with a built-in LCDs that can show digital photos.

The cards allow quickly uploading and displaying up to 50 digital photos on a 1.44-inch digital photo screen. Photos automatically play back as a slideshow, the company said. Pandigital is shipping the greeting cards now at a \$9.99 suggested retail, each.

"These new Digital Photo Greeting Cards extend the concept of the greeting card by allowing consumers to send a truly personal greeting to family and friends," stated Dean Finnegan, Pandigital CEO and founder. "These cards are available for most special occasions and are so unique that the card can actually be the gift."

Each card comes preloaded with easy-to-use photo-transfer software that is both Mac and PC compatible. Consumers simply use a USB cable to connect the card's mini USB jack to a home computer.

Users follow a few easy steps to select the photos to be shared on the card. The cards accept JPEG, GIF and BMP photo formats.

Additionally, consumers receiving the card can save the photos on the card to a home computer by the same process. The new Pandigital Digital Photo Greeting Cards come in a selection of styles and designs, including sentiments for love, thinking of you, anniversaries, congratulations, birthdays, happy holidays and season's greetings.

Each card turns on and off as the card opens and closes for a dynamic greeting card experience. If the card is left open, it will automatically turn off after five minutes to preserve battery life. Each card will last for up to two and half hours of total battery life.



THE BUSINESS PAGE



QUICK CNET REVIEWS

Sony 46XBR9 \$1499.96

Sony has always reserved its XBR moniker for its most-expensive HDTVs, and the 2009 KDL-XBR9 lineup is no exception. These sets cost a bundle, and while they deliver plenty of features, including a lot of built-in interactive add-ons, they can't match the video quality of the best plasma and LED backlit LCDs on the market, nor the ultrathin style of Samsung's edge-lit LED models.

The Sony KDL-XBR9 series exhibited respectable enough performance, to be sure, and we're sure gadget freaks will find a lot to like about its streaming capabilities and its Yahoo Widgets, but if you don't care about those extras, it's hard to justify the high price tag.

Toshiba REGZA 46SV670U \$1182.00

At the high end of the LCD TV cost spectrum sits models equipped with LED backlighting. Whether edge-lit or local dimming, these sets command a price premium and deliver somewhat better energy efficiency and markedly better black level performance than standard LCD TVs.

But with black levels on par with plasma comes a price in the form of blooming, subpar off-angle performance and, in the case of the Toshiba SV670U series, an overactive backlight. On the flipside it still delivers those inky blacks, along with accurate color and solid video processing. The Toshiba SV670U can get you into the LED game for less, and for LCD-over-plasma fans who crave black levels, that's reason enough to consider one.

LG 47LH90 \$1499.99

With every new technology release, LCD tries to catch up to plasma in the picture quality race, but never seems to succeed. The biggest potential equalizer attached to LCD's engine is LED backlighting with local dimming, a technology first marketed widely by Samsung two years ago that's slowly spread to other brands' flagship LCD TVs since. LG's 2009 entrant is the LH90 series, and it closes the gap considerably compared with the best plasma displays. The LH90 models evinced superb black-level performance and LG's characteristically accurate color, helped in large measure by the company's best-in-class user-menu adjustments. This is easily the best-performing LG TV we've tested, and despite a few flaws, it's a worthy member of the flat-panel elite.

Samsung UN46B8000 \$1809.00

As the most expensive horse in Samsung's stable of edge-lit LED-based LCD TVs, which the company calls "LED TVs" in most of its marketing materials, the UNB8000 series is differentiated from its cheaper herd mates by the addition of 240Hz processing.

If you're wondering whether that feature is worth the cash, wonder no more: in our opinion, it's not. Other than the extra Hz,

Samsung's edge-lit sets share most of the same picture quality characteristics, including deep black levels, mostly accurate color and some uniformity problems that might have something to do with the ultra-thin panels. In the plus column, however, the UNB8000's picture is still pretty dang good

Sharp LC46LE700UN \$1215.00

LCD TV makers have always charged a premium for LED backlighting. In fact, the first LED-based LCD TV Sharp released, the inch-thick XS series, debuted last year at a cool \$11,000 MSRP for the 52-inch model. LED has become a lot more mainstream since then, and so have Sharp's ambitions for the well-marketed backlight technology. The Sharp LC-LE700UN series encapsulates that progress toward the mass market: it's the least-expensive LED-backlit LCD available today; it measures the standard 3-odd inches thick; and, as a result, its owners will have a tough time convincing visitors that it's anything more than a normal, CCFL-based LCD.

This Sharp uses different LED backlight technology from any of the other "LED TVs" available today, and perhaps as a result, its picture quality has no major advantage over non-LED-based LCDs. On the other hand, it sips power more sparingly than any other TV we've reviewed, and its solid feature set is highlighted by a unique selection of widgets and superb built-in support. The Sharp LC-LE700UN series will appeal to people on a moderate budget who still want the energy efficiency of an LED-backlit LCD.

THE TRUTH ABOUT 1080P

In the last couple of years, there has been a big influx of HDTVs with 1080p native resolution, which typically cost a good deal more than their lower-resolution counterparts. But as we've been saying all along, once you get to high-def, the difference between resolutions becomes much more difficult to appreciate. We've done side-by-side tests between two 50-inch HDTVs, one with 1366x768 resolution (a.k.a. 720p) and the other with 1080p resolution, using the same 1080i and 1080p source material, and it was extremely difficult for us to see any difference. It becomes even more difficult at smaller screen sizes or farther seating distances--say, more than 1.5 times the diagonal measurement of the screen.

We're not telling you to ignore 1080p HDTVs. They technically do deliver more detail, which can enhance the viewing experience for more eagle-eyed viewers. Also, many manufacturers build other picture-quality benefits, such as better contrast and/or color, into their 1080p HDTVs simply because those sets are the high-end models. And given the continuing march of technology, we expect more and more 1080p models to become available at lower and lower prices. Today, however, the premium for 1080p is still pretty steep, and unless you're getting a very large set, we don't recommend basing a buying decision on whether or not the television has 1080p native resolution.

PRE-ORDER AT SEARS

Sears is accepting online pre-orders for a pair of Samsung 3D TVs.

The 46-inch and 55-inch LED models will be available in stores and online in March, the retailer said.

The 46-inch set, model number UN46C7000WFXZA, carries a \$2,600 retail, while the 55-inch model, number UN55C7000WFXZA, is selling for \$3,300.

The TVs are being presold through a Samsung splash page at www.sears.com/electronics, which also advises shoppers to "Check back soon for Blu-ray player and 3D glasses."

Sears said it will also provide online and in-store customers with facts on 3D TV to help clear up misinformation about the technology. Top "myths" include the need to wear 3D glasses for all content; regular content appearing fuzzy after watching 3D programming; and 3D TVs being prohibitively expensive.

"The anticipation for the 3D experience at home has been mounting, and we're giving our shoppers a competitive edge by being one of the first retailers to offer these products," said Karen Austin, president of home electronics for Sears Holdings. "Our availability of Samsung's 3D products further extends our commitment to ensure that Sears shoppers have access to the latest home electronics offerings ... With technology moving so fast this is a unique opportunity for consumers to get ahead."

Sears similarly accepted online pre-orders for Samsung's DualView digital cameras one month in advance of their release.

72" VIZIO

Vizio formally launched a new XVT Pro HDTV series, featuring a range of advanced capabilities including LED backlighting with Smart Dimming technology, 3D TV support and built-in HD wireless content access.

All XVT Pro HDTVs will include its Vizio Internet Apps (VIA) streaming Internet video access enabled by built-in HD wireless (802.11n dual-band) and wired networking, a Bluetooth universal remote control with sliding QWERTY keyboard, and interactive setup video to guide users in setting up connections. For 3D support, the sets will utilize Sensio 3D technology that delivers 3D content over conventional 2D infrastructure.

Viewers can view compatible 3D content wearing optional XpanD active-shutter glasses (sold separately). The XVT Pro sets will present 3D in full HD 1080p video to each eye by rapidly alternating between the left-eye and right-eye images within the same visual space. The sets can produce 3D images from Sensio-encoded material on conventional DVD and Blu-ray players, as well as from future distribution channels such as pay per view, video on demand, DTV and HDTV broadcasts, the company said.

Highlighting the offerings here is a 72-inch 480Hz SPS TruLED Full HD3D with 480 zones of "Smart Dimming" technology, built in wireless HDMI and Vizio Internet Apps (VIA) with HD wireless networking.

The set will ship in August at a \$3,499 suggested retail. The company is also unveiling here this week a 58-inch Razor LED.

TWICE

★ PHILIPS ★ SANYO ★ SAMSUNG ★ SHARP ★ SONY ★ THOMSON ★ TOSHIBA ★ ZENITH ★

★ PANASONIC
★ MITSUBISHI
★ JVC
★ HITACHI



Clean Room Technology

Technical Assistance Call Center

★ DLP
★ LCD
★ HDTV
★ PLASMA

DTS Electronics

Serving Today's Technology and Beyond

Headquarters: 5233 S. Hwy 37, Bloomington, IN 47401

800-844-7871 • Fax 800-844-3291

e-mail: pts@ptscorp.com

www.ptscorp.com






One powerful

SOURCE

For All Your Service Needs



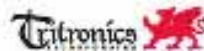
www.encompass.com

Encompass, through our wholly-owned subsidiaries Vance Baldwin and Tritronics, specializes in the distribution and logistics of consumer electronics and computer parts, for hundreds of brands from around the world. Encompass gives you real-time, onsite or remote access to parts ordering, tracking, diagnostics, and inventory management. So you can service your customers efficiently and effectively, cutting costs and boosting your profitability in the process.

For more information, contact one of our Supply Chain Management companies:



(800) 432-8542 • www.vancebaldwin.com



(800) 638-3328 • www.tritronicsinc.com

©2008 Encompass Group, Inc. All rights reserved. The Encompass logo and tagline are trademarks of Encompass Group. All other names and logos are the property of their respective companies.

PREFERRED AUTHORIZED OEM DISTRIBUTOR OF PHILIPS DIGITAL PARTS



BROADCAST SPECTRUM

WASHINGTON: FCC Chairman Julius Genachowski said that voluntary relinquishment of broadcast licenses would be part of the agency's proposed plan to create nationwide, wireless broadband. The chairman revealed the strategy today in remarks he delivered at the New America Foundation.

The FCC's Broadband Plan is due to Congress March 17. One of the goals of the plan is to free up 500 MHz of spectrum for broadband over the next decade. The reclamation of TV spectrum is part of that plan. This "Mobile Future Auction," that would allow existing spectrum licensees "such as television broadcasters in spectrum-starved markets, to voluntarily relinquish spectrum in exchange for a share of auction proceeds, and allow spectrum sharing and other spectrum efficiency measures."

Genachowski said it was necessary to consider reallocating broadcast airwaves for wireless broadband because of what's come to be accepted as a "looming spectrum crunch." He said mobile data usage was "exploding," and that AT&T reported that its mobile data traffic increased 5,000 percent over the last three years.

"That's not surprising when you consider that a typical smartphone [such as the iPhone] generates 30 times the traffic of a traditional data-enabled phone--and a netbook generates 450 times more traffic," the chairman said.

He also acknowledged there is already spectrum coming to the market. Including 2008's 700 MHz auction, the FCC has authorized a three-fold increase in commercial spectrum for mobile broadband. Genachowski said it would not, however, accommodate a 30-fold increase in data traffic. He said that "a broad range of analysts, companies and trade associations participating in our broadband proceeding agree that a clear candidate for allocation is spectrum in the broadcast TV bands.

"They point to a massive amount of unlocked value in that spectrum, which has characteristics that make it particularly suitable for mobile broadband--one study suggests that as much as \$50 billion in value could be unlocked if we adopted policies to convert some of the broadcast spectrum to mobile broadband. This suggests that there are inefficiencies in the current allocation.

"A second reason is that the highly valuable spectrum currently allocated for broadcast television is not being used efficiently--indeed, much is not being used at all. About 300 MHz of spectrum have been set aside for broadcast TV. In markets with less than 1 million people, only 36 MHz are typically used for broadcasting. In cities with more than 1 million people, on average about 100 MHz are used.

Even in our very largest cities, at most only about 150 MHz out of 300 MHz are used. This is true even after the recent reallocation for digital television, which freed up some spectrum for mobile broadband."

Genachowski called the Mobile Future Auction a "win-win" for broadcasters.

The National Association of Broadcasters called it a red

herring of sorts.

"As a one-to-many transmission medium, broadcasters are ready to make the case that we are far and away the most efficient users of spectrum in today's communications marketplace," said NAB spokesman Dennis Wharton in a statement.

"We look forward to working with policymakers to help expand the roll-out of broadband without threatening the future of free and local television, mindful of the fact that local TV stations just returned more than a quarter of our spectrum following our transition to digital."

Dave Donovan of the Association for Maximum Service Television concurred with Wharton, adding, "MSTV is struck by the apparent focus on reducing spectrum now used by local television stations to achieve the Broadband Task Force's objective.

We have exclusive use of only 5.1 percent of the so-called beachfront spectrum that broadband services desire. To this end, we have supported a spectrum inventory to assess spectrum use and demand by all entities using spectrum." Deborah D. McAdams

BROADCASTERS' REPLY

A consortium of TV groups filing jointly have told the Federal Communications Commission where to go for spectrum -- which is somewhere else.

In their filing at the FCC, which requested comments--due Dec. 21--on how it might reclaim some broadcast spectrum, 24 groups representing a whopping 226 TV stations large and small, said that broadcast TV "represents the highest and best use of the spectrum in the public interest."

To be able to innovate, serve the public and remain competitive, broadcasters need all their spectrum, they said. "The channel-sharing and service area reductions contemplated in the Public Notice would take this ability away from broadcasters and likely result in widespread viewer reception difficulties," they argued.

Broadcasting is the most efficient way to deliver popular programming, they said, echoing the National Association of Broadcasters' argument that the one-to-many model trumps wireless telephones one-to-one communications. The FCC is seeking spectrum for wireless broadband, and has argued that broadband and TV video delivery are merging."

"The Local Television Broadcasters urge the Commission to avoid coercive measures and instead provide all FCC licensees with ample flexibility to respond to technological innovation and consumer demand, which will continue to change in ways none can predict," they said.

The FCC is looking to free up more spectrum as part of its national broadband plan, due to Congress Feb. 17. While broadcasters argue they need to hold onto their spectrum, wireless phone and computer companies say they have to get more spectrum from somewhere and broadcasters are a prime target.

Important Announcement:

Thomson Partners with Union Electronics!!



+



Union Electronics of Beecher, IL has been appointed the Exclusive Distributor of After-sales Parts for RCA Branded Consumer Electronic Products.

This includes all out of warranty (LCD, DLP, Projo and CRT) Parts and Accessories!

Union stocks an extensive inventory of RCA:

- **Circuit Boards**
- **Light Engines**
- **Lamps**
- **Components**
- **Color Wheels**

Dedicated to the Industry for over 40 years, Union Electronics is one of the Nation's largest suppliers of consumer electronic parts. We look forward to supporting the service industry for all of your out-of-warranty RCA part needs.

Please Contact us

Phone: 800-648-6657

Fax: 800-438-6466

Sales@ued.net

www.ued.net

