

## **Distractions Can Be Costly During the World Cup**

*Belkin releases tips on how fans can get the most out of their home theatre system*

**SYDNEY, Australia – 24 March 2010** As well as organising cold beers and national flags in the run up to the World Cup, Belkin is urging sports fans around the country to dedicate some time to getting their home theatre system tuned correctly.

Many sports fans have HDTV home theatre systems which offers exceptional picture clarity, delivering event-standard action and movement from comfort of their sofas. The definition of players, pitch and crowd is enhanced – bringing the home the magic for those who can't make it to South Africa.

However, not all consumers know enough about home theater equipment to make the most of their viewing experience. To ensure Aussie soccer fans can enjoy the World Cup in all of its glory, Belkin is offering a few tips on how to enhance your viewing experience.

### **Learn how to configure your TV**

When it comes to setting up your HDTV default settings are not always the best. To get the best out of the TV you need to configure the unit to fit your home environment.

Late match times may not be good for our sleeping habits but night viewing can make it easier to achieve a strong picture quality. However, you still need to think about how the room will be laid out when you are watching the match - where will the TV will be positioned and what lighting will be used? It's best to have a practice run, set up the room and then have a play with the contrast and brightness – adjusting until you get a good sharp image. On some TVs it is possible to save these settings so they are available at the click of a button once the World Cup commences.

### **Don't forget about audio**

The picture is only half of the story and the audio is the rest when it comes to the HDTV experience. You want to be able to enjoy the commentary, laugh at the chants and weigh in on the rows.

To get the best sound quality, make a surround sound amplifier the heart of your home theatre set up. By feeding all signals into your audio receiver and connecting this up to your TV, recorder and speakers you will be able to create a high quality, surround sound experience.

Using HDMI cables to carry audio signals will eliminate the need for separate audio cables, helping to avoid a tangled mess of wires around the system.

### **Use HDMI cables**

Cables often get overlooked in the world of home theatre but they can play an important part in maximising your HDTV experience. Out of the box cables are often developed to carry only a standard definition signal. They may be an inexpensive option but if they are not delivering HD programming, there is little point in having a HDTV.

It is worth investing in high quality HDMI cables to unleash the full potential of your home theatre set up. The higher capacity the cable is, the better the quality of the audio and imagery it will deliver.

### **Avoid disruption to your signal strength**

A frozen or pixilated picture is frustrating. It could mean missing a sensational pass or the winning goal. However, this is exactly what will happen if your signal strength fails mid-match.

Electromagnetic distortion can easily occur between the arial socket and the TV. Invest in shielded, cables that are engineered to capture the true quality of the transmission. These will carry the signal without interference, eliminating disruption and maintaining the quality of your viewing experience.

To help you with your World Cup set up Belkin's PureAV HDMI to HDMI Cables and HDMI to DVI cables deliver the highest quality digital audio and high definition video using silver-plated conductors, quad-shielding, and precision-formulated dielectric material. They are available Australia wide.

1.22m RRP \$199.95, 2.44m \$249.95, 4.88m \$299.95.

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