



PRESS RELEASE

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For Immediate Attention

Watching TVs ‘as purchased’ could cause eyestrain and damage the environment

New findings show importance of adjusting TV pictures

Viewing a television without adjusting its picture settings could lead to eyestrain, waste energy and shorten the product’s life, according to AVForums.com, the leading online destination for AV enthusiasts with over 2.5 million unique visitors a month (*source: Google Analytics*) and 295,000 members.

AVForums asked leading image specialists SpectraCal to look into the effects of viewing

TVs ‘as purchased’ without adjusting picture settings, following the launch of the website’s PicturePerfect campaign last month, which champions the importance of adjusting TV pictures after purchasing.

According to SpectraCal, a worldwide leader in image fidelity solutions, watching a TV with its default shop demonstration settings – intended to catch the eye in store with oversaturated or high contrast images – can cause eyestrain. To avoid this, television owners should select the correct picture mode or reduce brightness and contrast levels manually, or, preferably, get the TV professionally calibrated.

TV factory settings – designed for bright, shop-floor conditions – also use more energy than is necessary, and can also shorten a product’s life, says SpectraCal. TV settings are often defaulted to auto settings such as Vivid and Dynamic, designed to catch consumers’ eyes in store and to counteract the unnaturally bright conditions in most retail outlets.

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“The default settings of most TVs are optimised for shop conditions and not for viewing content at home,” says AVForums Editor Phil Hinton. “These settings compromise picture detail and colour – which is why we launched our PicturePerfect campaign – but they could also shorten a TV’s life, could use excess energy and, potentially, cause eyestrain. However, a simple adjustment to the correct preset will allow owners to experience improved pictures and help to avoid other potential problems.”

Derek Smith, Founder and CTO of SpectraCal Inc., adds: “It’s amazing that so many people watch their new flat panels straight out of the box in these store modes. And it’s perhaps no surprise that after watching a display once it has been properly adjusted, people say they could never go back to ‘torch mode’ because it ‘hurts their eyes’ or ‘it’s too blue and processed looking’.”

AVForums announced the start of the PicturePerfect campaign last month. Intended to show consumers how to make big improvements to TV pictures in a few simple steps, the campaign was promoted by an Ipsos MORI Study revealing that half (51%) of Britain’s television owners don’t make any adjustments to their TV picture after purchasing their set, potentially compromising image quality.

Commissioned by AVForums to discover if Britain’s TV owners know how to get the best out of their displays, the Ipsos MORI survey also shows that of those who adjusted their TV pictures, only one in five (21%) followed manufacturer guidelines and only 5% used either professional services (3%), or test card patterns (2%).

The PicturePerfect campaign is supported and endorsed by leading TV manufacturers including Panasonic, Sony, LG, Sharp, Loewe and Toshiba, plus image fidelity experts SpectraCal, display calibration organisation the Imaging Science Foundation (ISF) and Hollywood sound and image optimisation experts THX. Other supporters include JVC, Argos, Genesis Technologies, Channel 5’s *The Gadget Show* and movie director Michael J Bassett.

AVForums has setup a dedicated URL (www.myperfectpicture.tv) to provide consumers with all the information they need to get the best out of their TV sets. Specially commissioned videos offer compelling visual evidence as to where improvements can easily be made, with AVForums advice, research, manufacturer comments and a 3-step guide.

The Ipsos MORI survey topline is currently available online [here](#).

You can view the first of the PicturePerfect videos [here](#) and [here](#)

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About AVForums

Founded in the UK in 2000, AVForums is the UK number one destination of choice for Home Entertainment enthusiasts and consumers. Free to use, it publishes reviews, videos, podcasts, information and advice, and was uniquely set up for enthusiasts by enthusiasts. Areas covered include home cinema, home electronics, movies, video gaming, computers, photography, mobile phones, sat-nav, in-car entertainment and more. AVF reaches an audience of over 2.5 million unique visitors and achieves almost 17 million page impressions each month (source: Google Analytics), with more than 1.5million new visitors monthly. It boasts over 300 forums containing more than 15 million posts in over 1.4 million topics (4,800 daily posts). AVF has a respected forum community of over 295,000 members (4,000 on average added every month), distributes its monthly newsletter to 180,000 of them. The combination of THX and ISF certification means that the AVForums display review team is the most qualified in the UK. Visitors to the site are comforted by the honesty, integrity and accuracy of the growing online reviews section, and are able to reassure themselves that they are making the correct purchase. Further buying reassurance comes in the shape of the AVF 'research tool', powered by PriceRunner, which helps site members to search for the product they require at the most competitive price, and the shared experience and knowledge available to members in the huge forums section. AVForums users are investing in the digital age and visit the website to research purchases, compatibility and new technologies in a safe and friendly environment. AVForums is independently run and has grown through word of mouth and, in recent years, organically via Google. AVF participated at this year's Gadget Show Live, started the national PicturePerfect campaign in June 2012 and is launching the AVF Awards in late 2012.

www.avforums.com

About SpectraCal

SpectraCal is the worldwide leader in image fidelity solutions, providing everything needed for calibrating video displays: award-winning software, a wide range of colourimeters and spectrophotometers for accurate colour measurement, the best available test pattern sources, and a comprehensive education program.

www.spectracal.com

Technical Note

AVForums commissioned Ipsos MORI to include their survey questions on the Ipsos MORI CATI omnibus (computer assisted telephone interviewing). Interviews were conducted using controlled random digit dialling. The omnibus survey interviews a representative sample of c.1,000 GB adults aged 18+ each wave. The AVForums Picture Quality Settings study was conducted with a total sample of 1003 Adults 18+ between 8th-10th June 2012. Monitoring quotas were set to ensure the sample was nationally representative. The resultant data was weighted to ensure a representative sample of the Great British population.



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