



SONY VPL-VW1000ES

Start of today's lesson:

“Quite simply, the finest home theater projector available today.”

End of today's lesson.

And now .. “the rest of the story”



“It can never get any better than this”

By Chuck Ellisor

When we first opened Genesis, 480i was king... and a 4X3 screen was what everyone was watching video on. The only way we could get a wide screen experience was to visit our favorite local cinema at the time.

That was all about to change when Sam Runco introduced wide screen for the home. This was done with a dual masking screen and Runco’s Model 850 projector with their new Line Doubler technology. And all this for the low price of around \$40,000. Genesis was the first to bring this to our clients and with that came our first statement of...

“It can’t get any better than this!”

Then we moved up to the Runco DTV 992 and VHD-4404 processor which was \$32,995 + \$20,000 and it would scale up to 1080P. The problem at that time was that there was no content of any kind at 1080P and even though the projector could scale up to 1080P the resulting image was not something that we would want to view.

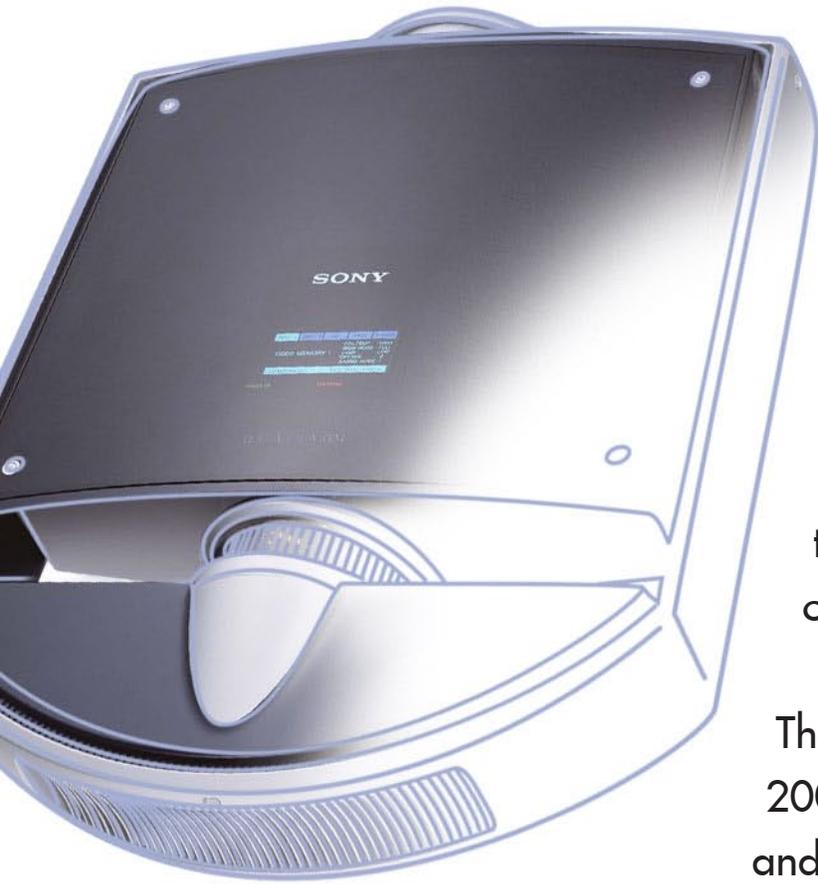
At \$53,000 for the Runco DTV 992 and scaler we were able to enjoy Progressive Scan from some of the first DVD players using component video as well as some of the first HDTV Broadcasts from WBNS TV via antenna feeds.

Our favorite Laser Disc being watched with the glorious S Video connector was coming a quick demise. Again we looked at each other and said "it can't get any better than this...."

The \$53,000 Runco DTV 992 could stretch a 4x3 into wide screen, and we had cutting edge sources like S-VHS and Laser Discs, and again we said... "it can't get any better than this." And the reality was, it was better than what we had.

And so it went through the 1990's and into the 21st century, we kept riding the technology pony up the improvement path. We moved from component video to DVI, and with the newer scalers, we were able to scale to a higher resolution. The newer DVD players had 720P and our beloved CRT's were doing the final battles with the LCD and DLP technology, but what sounded the closing bell was SONY's Qualia 004.





SONY QUALIA 004

In 2005, when we debuted the Qualia 004 with the 1080P internal upconversion and LCOS technology, everyone was in amazement including me. While the Qualia 004 didn't deliver black levels as some of our favorite CRT's, we were more than willing to make that trade, given the amount of brightness, contrast and resolution we gained.

The Qualia 004 was \$30,000 back in 2005, and now we fast forward to 2012 and we stand back in utter amazement once again.

The SONY VPL-1000ES is here, it is incredible, and it sets new standards for video performance. It is superior to anything else I have ever witnessed.

If the specifications weren't enough, the fact that it sells for \$25,000 definitely makes it revolutionary. Sony has once again raised the bar, and this bar has a 4K native input, an internal anamorphic mode with incredible resolution, brightness and color space. And once again, we looked at each other and said "it can't get any better than this..."

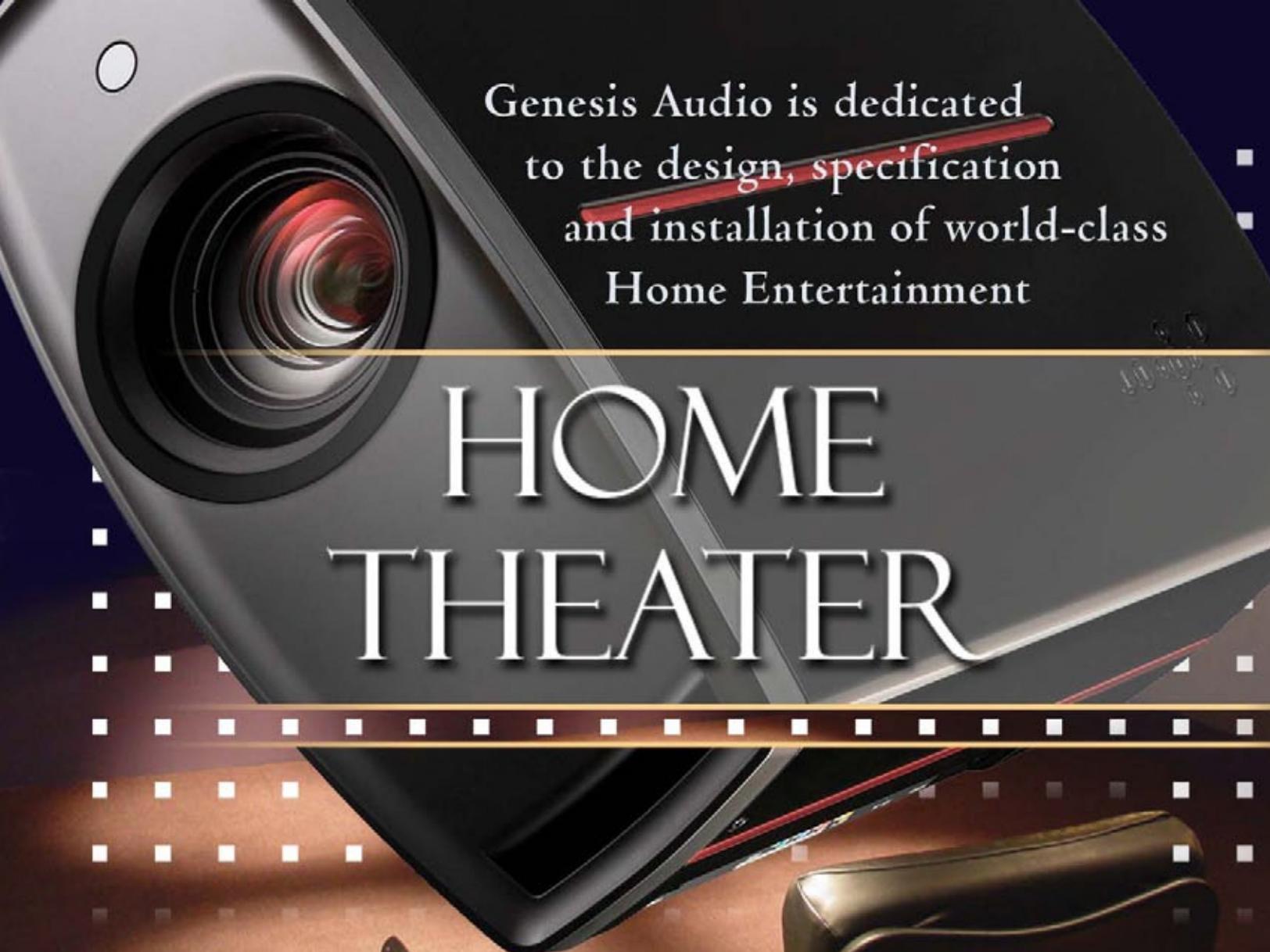
The SONY VPL-VW1000ES

“Quite simply, the finest home theater projector available today.”

- Panel of 4K or 4,096 x 2,160 / 8.8 million pixels, compared to 1920 x 1080 / 2.2 million pixels
- Upconversion from any video source to 4K
- True anamorphic 2.35 mode
- DCi's 12-bit standard Color space equals over 68 billion colors
- 2,000 ANSI Lumens
- With this resolution and light output - screen sizes up to 17 foot (200") are now practical
- Contrast ratio of 1,000,000 to 1

We've reached a new summit, what will the future hold? Will we have holographic images? Without a screen? When that becomes available, we'll be the first to show it. As to my statement of "it can't get any better than this..." The real answer is yes, indeed it will. However, thinking back over the last 16 years, I can't believe how far we've come and the satisfaction we've enjoyed with these advancements. Emotion is often what drives us in the decisions we make. Whether its high performance cars or or high performance video systems, if it makes us happy, that is the ultimate reason we want it. We want the best there is. So for now, you've got to see the best there is. It is truly incredible.





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to the design, specification
and installation of world-class
Home Entertainment

HOME THEATER



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