



*Imaging***Science**[®]

F O U N D A T I O N , I N C

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CALIBRATION TODAY
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- Your television, whether in your living room or in a dedicated home theater, is the last link in a chain that began on a movie set or in a TV production studio. Directors and cinematographers spend millions of dollars getting the “look” just right for their movies and other content. In order to experience a program as those who produced it intended, your display device must be calibrated to the same standards. Fortunately, both the ATSC and HDTV systems have both set forward the exact same standards when it comes to something called “color temperature.”
- Television and other display device manufacturers are forced by typical retail environments to set up their products to catch your eye on what they know is going to be a very brightly lit showroom floor. This means that controls like brightness, contrast, sharpness, and color temperature are set much higher than they should be for accurate content “re-production.” A good example is color temperature; ATSC and HDTV systems both specify a display color temperature of D6500 Kelvin. Typical color temperatures out of the box range from 8000 Kelvin to over 16,000 Kelvin.
- What is the Imaging Science Foundation and why is its certification important? ISF is the premiere display standards organization and is exclusively focused on the end product, what the viewer sees. They consult with manufacturers, train dealers like Clearly Digital, generate media communications promoting picture quality in magazines like Audio Video Interiors, Home Theater, Stereophile's Guide to Home Theater, and license products that meet its strict standards for “high fidelity video.” The ISF even consults with and licenses the manufacturers of the sophisticated test instrumentation used by Clearly Digital and required perform proper video display calibration.

To learn more about the Imaging Science Foundation and its mission,
please visit www.imagingscience.com and www.clearlydigital.net