

What is ISF Calibration

AND WHY SHOULD I CARE?

images as the filmmakers
intended them to be viewed

SATURATION



Notice that while it visually looks more vibrant, details are lost and colors are skewed on the left.



CONTRAST/BRIGHTNESS



Notice how the Panther fades into a set of glowing eyeballs on the left? Also, you lose the detail in the folds of the shiny satin



Scalers

If you are thinking about a multi-input, multi-mode calibration, it may be in your best interest consider a professional scaler. These scalers take all inputs through a switching/scaling/processing procedure that can breathe new life into older projectors and make lower end systems look like they cost 5 times as much. They do this by simply doing a better job at scaling and processing compression artifacts than the \$5 chip that cable boxes and most DVD/Bluray players have in them. Prices vary range from \$499 to \$5000.



ISF calibration helps home video displays deliver the best possible image quality. Most televisions and home video systems display wildly inaccurate images when first installed. According to Sound and Vision, manufacturers deliberately boost the brightness, contrast and color settings to unnaturally high levels to show these devices off amidst the fluorescent glare of an electronics showroom. Once the display enters a home theater or living room environment, calibration corrects errors such as distorted picture geometry, artificially sharp edges and overemphasized red tones.

Calibration Pricing

Performed by a Certified Professional

\$175- Basic Calibration: Entails the basic settings of a TV; brightness, contrast, sharpness, color, tint, gamma, and 2-point grey scale calibration.

\$375- ISF Calibration: Entails the Basic Calibration plus 10-point grey scale and Color Management System

+ \$275 for each additional mode or input
(2 inputs with 2 modes each would be standard price + 3 add-ons = \$1200)



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