



*Imaging***Science**

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



What is ISF_{ccc}?

HDTVs That Are Engineered for Calibration

ISF_{ccc} = Certified Calibration Controls

These features are HDTV consumer menus that dealers activate for end users upon delivery



Current ISFccc and ISF Technology Partners

Anthem

BenQ

DNP

DVDO

Epson

Integra

InFocus

JVC D-ILA

LG – 1st 10 point Gray Scale

Lissau A/S

Lumagen

Microsoft – 1st Cal. Wizard

Mitsubishi

Monster Cable Products- 1st Cables

Onkyo

Optoma

Panasonic Professional & VIERA

Pioneer -1st ISFccc HDTV

Runco – 1st ISFccc Projector

Screen Research

Sencore

Stewart Filmscreen - 1st ISF



This certification is the best compliment
manufacturers can give dealers

Since 1994 dealers have invested in training and
equipment for precision calibration. They
deliver superior service.

This formally recognizes their efforts as an
integral part of the HDTV delivery process



This certification tells dealers manufacturers expect professional customer service

The dealer delivery process must improve customer satisfaction, minimize returns and enhance the image of an HDTV brand.

Dealers that can do this earn their client's
loyalty!



How will consumers benefit?

Consumers will have *Nonvolatile* presets that will optimize the picture quality of their HDTVs in their homes and with their program sources

Who will fund making these adjustments?

For 15 years ISF dealers have been creating satisfied customers who happily pay for professional calibrations.

ISFccc locks and secures these adjustments - without interfering with the ability to adjust other modes.



What is required?

Simply a pair of presets that dealers can set and lock for their clients – independent per input.....

Without forcing dealers into service modes that ISF believes should be restricted to factory authorized service centers.



Why two presets?

Since the vast majority of HDTVs are installed in rooms without light control we need modes for:

ISF Day & ISF Night

What should be able to be set and locked within the presets?

The basic calibration items – But 2 PER INPUT:

Sizing and centering for accurate Bit Mapping

Front Panel controls, Brightness/Contrast/Sharpness/Color/Tint

Color balance, at least 6 controls, 30 or 60 recommended

CMS – Primary/Secondary color and decoder optimization, 3D control recommended

Gamma for both Day and Night, 10 or 20 point control recommended

Scaling optimization

LCD Backlight

Discrete automation control for ISF Day/Night HIGHLY recommended

Etc...



What will consumers see?

Upon pressing their remotes they will have two new menu items.....

ISF Day

ISF Night

We recommend, but do not require, a logo to be alongside each menu selection



Examples of ISFccc Menus



Can dealers personalize each set?

We recommend, but do not require, that ISFccc modes have both the clients and dealers names alongside the menu choices and on screen upon start up.

We recognize the importance of our dealer's referral streams and strongly encourage the implementation of these features!!



Why personalize?

- 1 – Consumers will respond favorably to their TV having their own names on screen
- 2 – Why would a dealer install any other brand than one that allows them to pursue referrals through the very TV screens they install?

Will these modes solve problems?

Imagine being able to undo the problems clients might get into simply by having them click on a dealer preprogrammed “safe harbour” locked up ISF Mode...

We believe one of the most dangerous things you can give a consumer is....
“the remote control”



Is there a fee for this?

There is a yearly license fee, and it is extremely reasonable.

You may use the logo as best suits your company's marketing



Sample logo....



Thank you for supporting ISF Calibration Services

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