

# **Con Men, Geeks and Know-It-Alls:**

## **The 10 Biggest Mistakes You Can Make When Buying A Plasma TV!**

**By Ike Ridley**

<http://www.123-guide-to-plasma-tv.com/>

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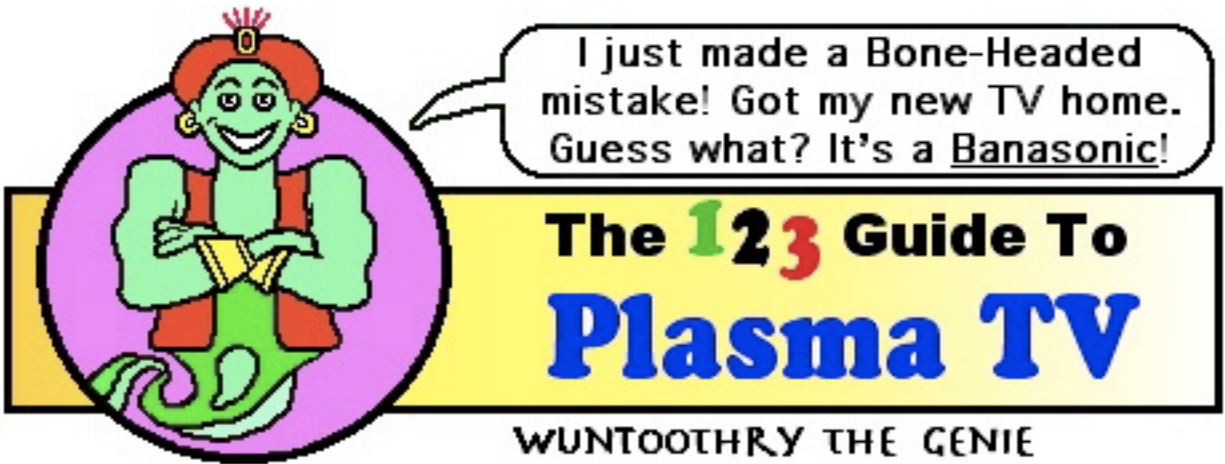
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# **Con Men, Geeks and Know-It-Alls:**

## **The 10 Biggest Mistakes You Can Make When Buying A Plasma TV!**

**Certainly you know that shopping for a Plasma TV can be both scary and confusing!**

**All you want to do is buy a Big Screen TV, but you're forced to tip toe through a minefield of complicated new technology. You have to duck slick electronics salesmen talking about "DLP", "EDTV" and "1080i". You have to outsmart internet con artists selling "gray market" Plasmas. And you have to ignore bone-headed advice from Fred, the neighborhood know-it-all.**

**We've got a solution for all that! The [123 Guide To Plasma TV](#) will help you dodge the **Ten Biggest Bubble-Headed Mistakes** people make in their search for a Plasma TV. The website also gives you clear information about Plasmas, LCDs and DLPs, so you understand all your options.**

**It's a great deal for you! This E-Book and our website are absolutely FREE! You get to tiptoe through the technology minefield (keeping all ten toes) while you find the Plasma TV of your dreams!**

# **The 10 Biggest Mistakes You Can Make When Buying A Plasma TV!**

## **Mistake #1:**

**Don't Buy A "No-Name" Plasma TV!**

## **Mistake #2:**

**Never Use A "Seeing Eye TV Salesman" To Make A Blind Purchase!**

## **Mistake #3:**

**Don't Buy A Plasma Television From A "No-Name" Retailer!**

## **Mistake #4:**

**Don't Fall For Plasma Internet Scams!**

## **Mistake #5:**

**Don't Buy The Wrong Size Plasma TV!**

## **Mistake #6:**

**You Shouldn't Buy A Plasma Television To Play Video Games!**

## **Mistake #7:**

**Don't Let Some Know-It-All Choose Your TV For You!**

## **Mistake #8:**

**Don't Deliver The Plasma TV Yourself!**

## **Mistake #9:**

**Don't Try To Install Your Plasma TV Without Getting Some Help!**

## **Mistake #10:**

**Don't Buy A Plasma TV Without Getting A Dolby Sound System!**

## **Bonus: Mistake #11:**

**Never Feed A High Def Plasma TV Crappy Low Def Programming!**

## **Bonus: Mistake #12:**

**Don't Forget To Budget For All The Peripherals You're Gonna Need!**

## **Mistake #1:**

### **Don't Buy A "No-Name" Plasma TV!**

**I know people who would rather go to jail than be caught in public without their Sean John or Nikes on. These same people try to save a few bucks by purchasing a "No Name" Plasma TV.**

**The most important decision you can make when buying a big screen TV is to decide not to buy a "No-Name".**

**Something as complex as a LCD, Plasma or DLP TV must be manufactured with the finest components by dozens of expert technicians working in multi-million dollar facilities. Guess why a "no-name" company can sell a Plasma TV cheaper than Panasonic or Sony?**

**I know it looked great in the showroom, but when the screen of that cheap big screen TV turns purple and you can't find parts or a repairman, you'll realize you should have listened to us!**

**Plasmas, LCDs and DLP TVs will all provide an excellent picture, and screen technology is improving every year. The first decision you have to make is to decide which type of big screen TV you like. Buy one from a major name brand manufacturer like Sony, Panasonic, Samsung or Pioneer.**

**Look at the pros and cons of each type of display and decide what you want for your family. Take into account the fact that U.S. broadcasts go Digital in February 2009, and you need to prepare for DTV by purchasing a television that displays HDTV signals.**

## **Mistake #2:**

### **Never Use A “Seeing Eye TV Salesman” To Help You Make A Blind Purchase!**

**We’re not talking about the blind leading the blind, it’s more like the fox being hired as a security guard for the chicken coop.**

**If you walk into a TV showroom and don’t know EDTV from HDTV, some slick salesman will smile discreetly and eat you for lunch! You’ve got to do a little homework before you even know what type of television is best for your family.**

**Television technology has exploded in recent years: Plasma, LCD and DLP are replacing old style CRT (picture tube) televisions. They’re all different: each type has it’s own advantages and disadvantages. Walking into a showroom without knowing what they are is asking to get your clock punched.**

**If you trust some salesman to make choices for you, you’ll end up with an outdated TV set the boss has ordered his salesmen to get rid of. You’ll end up with screen burn-in on your new Plasma when your son hooks up his Playstation 3; or you’ll end up with a dim display in your brightly lit living room.**

**Worst of all, you may end up with a TV of an older design that can’t handle the Digital TV signal your local and cable channels will broadcast starting in February 2009.**

**Do a little research before you make a purchase; it’s not difficult. You’ll find the answer to many of your questions on the internet, and of course you’ll always have the [123 Guide To Plasma TV](#).**

## **Mistake #3:**

# **Don't Buy A Plasma Television From A "No-Name" Retailer!**

**Don't get me wrong! I love small businesses; quirky little antique shops, comic book stores, even fruit stands on the highway. Small business is the engine that drives our economy . . . and the last place you want to buy a Plasma TV!**

**As fond as I am of small businesses, I know that they often don't have the motivation or the means to protect their retail reputation the way a major corporation does. It's very important to purchase your Plasma TV from a well known, reputable dealer selling brand name merchandise.**

**Protect yourself by purchasing your Plasma from someone who offers helpful information instead of sales pitches. The merchant should be willing to guarantee his or her products and offer a 30-day return or replacement policy.**

**You know the big retailers you and your family have trusted all your lives; now is when that trust really counts. Let that trust guide you to the retailer you want to deal with.**

**The return of a faulty \$2000 Plasma TV won't bankrupt a corporation like Wal-Mart, Panasonic or Sony; but it could devastate a Mom and Pop electronics store. Just buying a Plasma at some high priced electronics stores could devastate your wallet.**

**You should only make major purchases with a major retailer offering brand name Plasmas at a discount price.**

## **Mistake #4:**

### **Don't Fall For Plasma Internet Scams!**

**I love to shop on the internet! It can be safe, convenient and fun; plus I can order stuff while sitting at home in my underwear!**

**I've seen what look like great deals on Plasma TVs online. But exactly what is a great deal? A great deal means getting GREAT MERCHANDISE at a GREAT PRICE. It's not a great deal if you get CRAPPY MERCHANDISE at a GREAT PRICE!**

**You may have seen great prices, but what kind of merchandise are they selling? Has the Plasma been returned, has it been refurbished, is it "gray market" or "B stock" merchandise, is the seller an authorized retailer?**

**There are internet scams, auction scams and lots of deceptive spam. The seller should be willing to give you his real name and address. He should have a written replacement or return policy. Anything else amounts to begging some con man to rip you off!**

**Internet scammers will sell "gray market" or "B stock" Plasmas that have been returned or repaired as if they were new TVs, with no way for you to get a return or refund. It's rare for these people to qualify to become authorized dealers.**

**Buy the best brand name Plasma TV you can afford; search top retailer's web sites (like Wal-Mart) to find sale prices from authorized dealers. Try Panasonic or Pioneer for Plasma TVs; Sony or NEC for LCDs.**

## **Mistake #5:**

### **Don't Buy The Wrong Size Plasma TV!**

**Having a big screen TV is great! You feel like you're at the movies with a big, sharp picture and surround sound . . . plus the neighbors turn green every time they come over!**

**But you should put your plans to buy that 60-inch Plasma on hold . . . unless you have a nice, big living room. If you're in a one bedroom condo, you might want a 42-inch, or even a 36".**

**How large is the space where the TV will be installed? Is there room around the TV for ventilation and Surround Sound speakers? How much do you want to spend? How far away will the viewers be sitting? Will your Home Theater System still fit in the room? Would you have more space if you install a wall mount or a TV stand?**

**Pick the correct size Plasma screen by measuring the room to see if the TV, mount or stand and video equipment will fit. Make sure that there is plenty of viewing space.**

**The best distance for viewing your Plasma will increase as the size of the Plasma screen increases. A 42-inch Plasma is best viewed from 7-8 feet away, a 50-inch Plasma from 10-12 feet. A 60-inch screen should be viewed from 10-12 feet away.**

**If the viewer is too close to the screen, he or she begins to see the pixels (tiny dots that make up the image). In the end, only you can decide what size Plasma TV you want to buy for your family.**



## **Mistake #6:**

# **You Shouldn't Buy A Plasma Television To Play Video Games!**

**Don't let me mislead you . . . improvements in Plasma technology have almost eliminated the chance that you will experience screen burn-in. You'll notice I said almost; the chance of screen burn-in has been greatly reduced, but not eliminated.**

**For years Plasma TV owners have suffered from screen burn-in. Static images (parts of the picture that don't move) can burn permanently into the screen, ruining your expensive TV. Computer programs, video game score boxes, stock tickers, station logos and merchandise displays are the most common culprits.**

**It may take hours to burn out the pixels in your Plasma, but once that happens those pixels won't change color properly, and the image is burned in permanently into your display screen.**

**LCD and DLP TVs experience no screen burn-in at all. If you want to display video games, watch stock tickers all day or hook up your TV as a computer display, you should consider purchasing one of these.**

**If your thing is action movies, you might want to steer clear of LCD TVs. They are prone to image ghosting, where fast action on the screen tends to blur. Plasmas have no problem displaying fast action. Plasmas also have better contrast, black level, brightness and color accuracy.**

## **Mistake #7:**

### **Don't Let Some Know-It-All Choose Your TV For You!**

So Fred from down the street says he's an expert on Big Screen TV, and he volunteers to help you buy your new Plasma. He knows how big your Plasma should be, what Dolby Surround Sound system to buy and how to install it all.

Fred may be a good guy. He may even know the difference between DTV and 720i. But Fred may also be a Boob blowing smoke out the rear of his shorts. How can you tell? If you know less about TVs than Fred does, you're going to have to rely on the one person you can trust to look out for your interests . . . you!

You can listen to Fred, but take him with a grain of salt . . . do your own research! You might even luck up and hear about, ohh let's say . . . [a website](#) . . . that'll give you straight info on Plasma TVs. Read, talk to Plasma TV owners and then decide for yourself.

Do you want to buy a [Plasma, LCD or DLP TV](#)? All of them will give you a sparkling, razor sharp image on a gorgeous flat screen TV, but each has its own strengths and weaknesses. If you want the biggest flat screen TV at the best price, with gorgeous color, great contrast and a fine viewing angle, you want a Plasma Television.

If you're concerned about power consumption, want to display tiny detail, play video games or hook up to a computer, try a LCD display. If you want a super bright image displaying tiny detail, brilliant color and hook up video games or computers, try a DLP display.

## **Mistake #8:**

### **Don't Deliver The Plasma TV Yourself!**

**There was a time you could go to Circuit City, buy a 19-inch color TV, throw it in the back seat and take it home. If you're buying a Big Screen TV, those days are over.**

**Shipping a Plasma TV to your home is the only sensible way to get it there; it's too big, expensive, heavy and delicate to be shoved in the trunk of a car.**

**You could rent a truck and hire two husky helpers. You'd need to know proper handling techniques: (don't lay the TV flat / don't touch the TV screen / the box must be secured upright in the truck).**

**Specialized Transport companies have evolved to handle the job, and most do it well. Your retailer has a relationship with these shippers; they'll arrange for a transport company to bring your Plasma TV to your door, or even to your living room.**

**Your retailer will arrange shipping for you; make sure that insurance and order tracking are included in the deal. Decide whether You want curbside or inside delivery and whether you'll need professional installation. You shouldn't sign for delivery of your TV until you've inspected your Plasma for damage.**

**Don't accept a damaged TV; send it back. Make sure your retailer's return policy is comprehensive and allows returns up to 30 days after purchase. You're going to love your new Plasma TV; just make sure it arrives in your living room safe and sound!**

## **Mistake #9:**

# **Don't Try To Install Your Plasma TV Without Getting Some Help!**

**A Plasma TV, even with its deceptively thin profile, is actually very heavy. A 50-inch Plasma TV can weigh over 160 pounds. Mounting a Plasma TV on its table stand is at least a three person job, and we're talking three strong people.**

**You need to invite several muscular people over to help when your TV is delivered. The delivery people will put your TV on the curb outside your home, or in your living room, depending on the arrangement you made with them.**

**The delivery people won't mount or install your TV, that's a service you pay for (\$200-\$300). You may decide to mount and install the TV yourself, or you could hire someone to do this.**

**Do you want a TV Stand, Flat Wall Mount, Tilted Wall Mount or Ceiling Mount? Your volunteers should be able to lift a Plasma onto its base (be careful not to touch the screen or lay the TV down flat).**

**Suppose you and Fred (the Neighborhood Know-It-All) decide to install a wall mounted Plasma. If you've never used a spirit level or a stud finder (or you don't know what a stud is), you're going to end up with your head on one shoulder trying to watch your tilted TV.**

**Hire a professional to mount your Plasma on a wall; this requires running wiring inside your walls. Be sure to pick the perfect location, since moving the TV is even worse after it's been mounted.**

## **Mistake #10:**

# **Don't Buy A Plasma TV Without Getting A Dolby Sound System!**

**I know . . . you grew up listening to the tinny, scratchy sound on your parent's 19-inch Motorola TV, and to you it was just fine. Well your parents grew up with the cheesy sound coming out of a 12-inch black and white, and their parents grew up watching a radio! Sadly, it's time to move on!**

**The 21st Century has not only brought affordable, super sharp Big Screen TV to your living room, Dolby Surround Sound came along too! Next time you're in a movie theater, don't just watch the picture. Close your eyes during an action sequence . . . and listen!**

**Shouts, tire screeches, gun shots and explosions will come from the right side of the screen, now the left, even from behind you! Sounds will start on the right side and travel to the left, the way sounds really do. That's Dolby Surround Sound!**

**Dolby 5.1 Surround Sound has six separate channels of sound coming from speakers located in front, on both sides and behind the viewer. Systems start as low as \$250, including amplifier, speakers, wire and a subwoofer. Your living room will be awash with the lush sound track of your favorite movie.**

**Dolby 7.1 is even more advanced: eight channels going to seven speakers and a subwoofer. Soon you'll be able to hear everything your Plasma TV is capable of; from the menacing hum of Darth Vader's light saber to the tiny swoosh of Forest Gump's feather!**

## **Mistake #11:**

**(I know I said "10 Biggest Mistakes . . .", call this Bonus #1!)**

# **Never Feed A High Def Plasma TV Crappy Low Def Programming!**

**You can't spend thousands of dollars on a Plasma TV and then slap a set of "rabbit ears" on it!**

**This is the 21st century . . . you can't expect to plug old style broadcast or cable into a Plasma TV and get a decent picture.**

**A High Def Plasma TV is four times sharper than your old picture tube TV. It needs a high octane, finely detailed signal to produce that crystal sharp Plasma screen image you expect and deserve.**

**If you are willing to pay the price for a High Def Plasma, go all the way and upgrade to digital cable so you'll have a HDTV signal to go with it.**

**You may need to purchase a digital converter (if there isn't one built into your TV) to watch broadcast signals until all broadcasts go digital in February 2009.**

**Of course you should buy a home theater system with a High Def DVD player, and get several good sets of HDMI cables to connect everything.**

**With your new Big Screen TV connected to a Dolby Surround Sound system, a HDTV DVD player and digital cable, you can sit back with your family and enjoy your splendid new Home Theater!**

## **Mistake #12:**

**(OK! OK! I should have called it “12 Biggest Mistakes . . .”**

**This is the last one; I promise!)**

### **Don't Forget To Budget For All The Peripherals You're Gonna Need!**

**For full enjoyment of your new Plasma TV, you can't just buy the TV and sit back grinning. You're gonna need other stuff: HDMI cables for each peripheral, surge protectors, a TV stand or wall mount, a HDTV DVD player and digital cable for High Def broadcasts.**

**You'll also need an amplifier with at least Dolby 5.1 Surround Sound, a subwoofer and speakers and a comfortable viewing area. “Home Theater In A Box” systems start at \$200 with Dolby 5.1 and go up to more than \$1000 for Dolby 6.1 and 7.1 systems.**

**I'm not trying to scare you . . . a modest system can cost less than \$300 if you hook up your old stereo, DVD player and VCR to the Plasma TV. This will not give you HDTV or Dolby sound, but it will beat the crappy built-in speakers.**

**A good system (with HDTV DVD player and Dolby 5.1 Surround Sound) should run between \$800-\$1000.**

**The sky is the limit for the price of a Top-of-the-Line Home Theater System (Dolby 7.1 Surround Sound, soundproofing, TiVo, digital cable, theater seating); prices start at \$1500 and go up.**

**None of the above cost estimates includes the price of a Big Screen HDTV Plasma, DLP or LCD TV.**

# **123 Guide To Plasma TV**

**Well, there you have it . . . the Ten Biggest Bone-Headed Mistakes you could make when shopping a perfect Plasma TV! Avoid them like the plague!**

**Good luck . . . I hope you find the Plasma TV that will thrill your family for years to come!**

**Still have questions? We've got the perfect way to get your Plasma TV questions answered from right there on your computer: check out the [123 Guide To Plasma TV](#)!**

**It's as easy as 123!**

## **About The Author**

**Ike Ridley is the avid videophile and self-confessed "Movie Nut" who created the [123 Guide To Plasma TV](#) and [AfriqueOnline.com](#). Contact him at [mail@123-guide-to-plasma-tv.com](mailto:mail@123-guide-to-plasma-tv.com).**