To 4K or not to 4K this Boxing Day

Let s start with the fact that there is never a perfect time to buy a TV. From Black Friday on through Boxing Day and into January, there are deals on all kinds of television sets.

One big reason is that in early January all the big TV manufacturers unveil their new models during the annual Consumer Electronics Show, which means the upgrade cycle begins anew.

This year there is an additional the conundrum facing consumers who are about to enter TV sales season: to 4K or not to 4K.

That new technology which promises a TV picture sharper than HD has made things even more bewildering for shoppers.

TV used to be easy, it s not any more, said Phil Swann, an industry watcher and founder of TVpredictions.com. Anything with TV technology right now and has been for at least for five years or more has become really complicated and very confusing.

Swann said TVs becoming much more sophisticated devices than they used to be is largely to blame.

The good news is 4K TVs have been coming down in price, even taking into account the premium Canadians pay because of the sinking loonie. But price shouldn t be the only factor you take into account.

Unlike 3D TVs, which spectacularly failed, 4K s momentum is moving forward as manufacturers and broadcasters hop on board.

The Basics

4K usually means 3840 x 2160 pixels on a display, while most high-definition (HD) TVs display only 1920 x 1080 pixels. But it s important to note that while 4K is a sharper picture, it s not four times better. It is nowhere close to the eye-popping jump from standard definition to HD.

In fact, it s about 20 to 25 per cent sharper, and even then some people say they can t really see the difference. It works really well for close-up shots and is best on bigger TVs.

It s also not just about the TV set. At this point, everything about 4K is at a premium. You will likely need to upgrade your set-top

Continued on pg. 6

ELIZABETH'S
119 MILL STREET //DOWNTOWN GEORGETOWN 905.873.1470
Holiday Hours
DECEMBER 24 10:00-3:00
DECEMBER 26 + 27 CLOSED
DECEMBER 28 - 30 REGULAR HOURS
DECEMBER 31 10:00-3:00
REGULAR HOURS RESUME JANUARY 3
BOXING DAY SALE

ON NOW AT THE BRICK!

SAVING YOU MORE
For more details go instore or online @thebrick.com.

RIDICULOUSLY DELICIOUS.
NEW CHICKEN SHAWARMA!

Mina
Pita Pit
• Don't forget to download the More! App today!!

Everything you need for a British Christmas!
Pre-order your fresh Baked Breads & Buns!
HOGMANAY DEC 31st - Order your Steak Pies Today!

Holiday Hours • Sat Dec 24th (Christmas Eve) 9:30am - 4pm • CLOSED Dec 25th, 26th & 27th • Reg Hours Dec 28th, 29th & 30th • Sat Dec 31st 9:30am - 4pm
Miller s Scottish Bakery 905 877-0596
330 Guelph St opposite Canadian Tire
Georgetown www.millersscottishbakery.com