

## 10 Bone-Headed Mistakes Plasma TV Shoppers Must Avoid!

Shopping for a Big Screen TV means avoiding lots of people trying to dazzle you with new technology.

You have to side-step slick TV salesmen talking about "DLP", "EDTV" or "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.

### Mistake #1: Don't Buy 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". A device 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 plants. "No-name" companies use none of those.

### Mistake #2: Never Trust A "Seeing Eye" TV Salesman!

If you walk into a TV showroom and don't know EDTV from HDTV, some slick salesman will smile and eat you for lunch! Don't let salesmen make choices for you, or you'll end up with some outdated TV his boss wants to get rid of. Or you'll end up with screen burn-in on your new Plasma when your son hooks up his Playstation 3; or suffer with a dim display in your brightly lit living room. Do a little research before you make a purchase; it's not difficult.

(If you're not familiar with some of the terms used above - DLP, EDTV, LCD - Google the "123 Guide To Plasma TV.com")

### Mistake #3: Don't Buy From A "No-Name" Retailer!

It's important to buy your Plasma TV from a reputable dealer selling brand name merchandise. The return of a faulty 00 Plasma TV won't bankrupt Wal-Mart or Sony; but could devastate a Mom and Pop electronics store. Try to make major purchases from a major retailer's website; make sure they offer a good return policy and have brand name Plasmas at a discount price.

### Mistake #4: Don't Fall For Plasma Internet Scams!

We've all seen what look like great deals on Plasma TVs online. But exactly what is a great deal? It means getting GREAT MERCHANDISE at a GREAT PRICE. It's not a great deal if you get CRAPPY MERCHANDISE at a GREAT PRICE! You don't want your "new" Plasma to be a returned or refurbished item. Avoid "gray market" or "B stock" merchandise, and avoid sellers who aren't authorized retailers.

### Mistake #5: Don't Play Video Games On A Plasma Television!

The chance of screen burn-in on a Plasma TV has been greatly reduced by improved technology, but not eliminated. Computer programs, video games, stock tickers and station logos can burn permanently into the screen, ruining your expensive TV. LCD and DLP TV screens cannot suffer screen burn-in, ever.

### Mistake #6: Don't Let A Know-It-All Pick Your TV!

Your neighbor Fred says he's an expert on Big Screen TVs, and volunteers to help you buy one. Fred may be a good guy. . . he may even know the difference between DTV and DLP. But Fred may also be a Boob blowing smoke out the rear of his shorts. How can you tell? Rely on the only person you can trust to look out for your interests . . . you! Listen to Fred, but take him with a grain of salt . . . and do your own research!

### Mistake #7: Don't Try To Bring Home A Plasma TV By 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 . . . 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. Your retailer will arrange shipping for you; make sure that insurance and order tracking are included in the deal. Don't sign for delivery until you've inspected your TV for damage.

### Mistake #8: Don't Install A Plasma TV Without Help!

A Plasma TV, although thin, is actually very heavy. A 50-inch Plasma TV can weigh over 160 pounds. Mounting a Plasma TV on its table stand is a three person job; call some strong friends over. The delivery people will put your TV on the curb, or in your living room, depending on what you paid for. They won't install your TV on a wall mount, that service costs 0-0.

### Mistake #9: Don't Fail To Connect A Dolby Sound System!

You shouldn't settle for the sound coming from your TV speakers. Attached to your TV, a Dolby 5.1 Surround Sound amplifier sends six separate

channels of sound through speakers in front of, on both sides of and behind the viewer. Home Theater Systems start as low as 0 and go into the thousands; they include an amplifier, five speakers, wire and a sub woofer. Dolby 7.1 is even more advanced with eight sound channels.

Mistake #10: Don't Forget To Budget For Peripherals!

For full enjoyment of your new Plasma TV, you'll need lots of 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 a Home Theater System with at least Dolby 5.1 Surround Sound and a comfortable viewing area. I'm not trying to scare you . . . a modest system can cost less than 0, A good system between 0-00 and a Top-of-the-Line system 00 and up.

Well, there you have it . . . the 10 Biggest Bone-Headed Mistakes you could make when shopping for the 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!

It's as easy as 123!

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### About the Author

About The Author Ike Ridley is the avid videophile and self-confessed "Movie Nut" who created the website the 123 Guide To [Plasma TV](#) . To visit us, click the links or paste this URL into your web browser: <http://www.123-guide-to-plasma-tv.com/> Ike has moved to the Caribbean where he clicks away on his laptop under a palm tree. [Click Here](#) for tips on buying discount Plasma TVs! This is a 100% free article. You may distribute it freely, give away a copy from your own web site or bundle it as a free bonus with other products. You may distribute this article if it's intact, with the author's links, copyright notice and author information included. The article contains no affiliate links. I hope you'll enjoy it! Copyright © 2007 Isaac Ridley Jr. Some rights reserved.