

This Report is brought to you by...



The WOW Experience

Overdelivery is our Specialty!

Where Vision and Value Go Hand in Hand with Information and Opportunity!

Other Companies Make Promises -- We Make Dreams Come True!
We Offer QUALITY CONTENT in Every WAY, TYPE and FORM

- Exclusive WOW Private Label Releases
- Private Label Products
- Public Domain Products
- Master Resale Rights eBooks
- Master Resale Rights Software
- Bestselling Audio eBooks by Top Authors
- Non-Fiction Audio eBooks
- Exclusive WOW Affiliate Products
- Resale Rights Products
- Exclusive WOW Private Label Reports
- eBook to Audio Conversion Software
- Resale Rights Generation Software



And, of course, if you want it all tied up in a neat website package, with *all the work done for you*, we have our NEW [Niche Empire Builder Software](#) – the Niche Real Estate Business Builder's Dream Come True!



Niche Empire Builder

The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True!

www.the-wow-empire.com



The WOW Content Club

Your Full Spectrum Content Provider

If Content Is King,
The WOW Content Club is the Kingdom
You Have Been Searching For!

www.wow-content-club.com



WOW Profit Packs

Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices!

www.WOWProfitPacks.com

Enjoy this Free Niche Report, compliments of WOW Enterprises
For Many More Free Reports, simply click on the links below.

www.TheWOWExperience.com

www.NicheEmpireBuilder.com

www.WOW-Content-Club.com

www.WOWProfitPacks.com

Why You Should Have A Home Theater System and How to Install It

Topics Covered:

All-in-One Solutions

Do-it-Yourself Home Theater Installation

Hiring a Pro: Worry Free Home Theater Installation

High End Home Theaters and the Law of Diminishing Returns

Home Theater in-a-Box: The Quick and Easy Option

Home Theater on the Cheap

Home Theaters: Don't Go Cheap

Home Theaters and Obsolescence

Home Theaters: Knowledge is Power

The Advantages of Staying In

The Changing Nature of Home Theaters

Setting Up Your Speakers: A Home Theater Necessity

The Arrival of Home Theater

Why You Should Have A Home Theater System and How to Install It

All-in-One Solutions

We like having work done for us. This is one of the reasons the all-in-one home theater systems, often referred to as home theaters in boxes are so popular. They reduce effort and confusion by bundling together the basics needed for a home theater system.

In its most basic sense, a home theater involves a television, receiver/amplifier, speakers and a means of playing recorded media. Those with larger budgets and more lofty goals may also set aside a full room of a home for the home theater, including special lighting, highly comfortable seating and other extras. However, before one can run, they are usually required to learn to walk. Those who are only now taking their first home theater steps may want to consider an all-in-one home theater package.

These boxed systems involve a set of speakers, a receiver capable of pushing surround sound and a DVD player. They generally do not include a television or monitor. One can use their own television or buy one separately. A twenty-seven inch television is usually considered a reasonable size for home theater beginners.

A chief advantage of all-in-one systems is the lower prices. Many of these systems cost fewer than two hundred dollars and they can be a great deal when one thinks about all you get. These systems have made home theaters more accessible to those who may not be particularly wealthy.

The all-in-one home theater systems are designed with non-experts in mind. They assemble and install very easily and anyone capable of interpreting a simple installation manual can have their system up and running in a hurry.

They are also a convenient item. There is no need to shop about for separate pieces or to worry about getting all the requisite cabling or connectors. Everything is included in the one box in which everything comes. They are a simple, one transaction means of creating a home theater with a minimum of effort required between purchase and sitting down to watch one's favorite movie.

Space is an important issue when setting up a home theater. If you don't have a lot of room, a home theater in a box is just what you need. They are really compact and don't take up a lot of space, which is perfect for setting up a home theater in a room designated for something else, such as the family room.

These affordable home theater systems, however, do have some negative characteristics. Their quality is generally not up to par with the kinds of components one can purchase separately. Those who tend to be very sound conscious may be disappointed by all-in-one home theater systems.

These systems also lack versatility. They are designed for watching movies using the included DVD player. You can use them as stereos for DVDs in many cases, but they are not true stereo systems. They are generally very limited with respect to carrying additional inputs or outputs, too. They are, simple, limited systems.

All-in-one solutions also risk complete system shut down in the event of one problem. A single broken cable or one problem with the receiver can render the rest of the set virtually useless. One cannot simply replace on part of the system. It is generally an all or nothing proposition. The lack of flexibility can be frustrating for some. If you necessitate a full-featured home entertainment system that can continue to grow with technology and your interests, these cheaper systems may be a bad investment.

When deciding if an all-in-one solution can work, one's needs must be kept in mind. One must simply know what they want the end result of their home theater experience to be. For some, this will lead to an inexpensive purchase. For others, it will produce a need to buy more expensive and higher quality components. If you are looking for a very simple and inexpensive means of trying out the home theater experience in a limited space, however, all-in-one systems may be the perfect way of doing just that.

Do-it-Yourself Home Theater Installation

All of us enjoy the satisfaction of handling things ourselves. That innate human instinct has created an ever-growing do-it-yourself (DIY) movement in all areas. Homeowners are excited to perform their own remodeling projects. Those who have never before even grown a fern are planning on handling their own landscaping. Stereo and television novices are planning to install their home theater systems.

The DIY movement is partly human nature and part financial. People like the idea of keeping their hard-earned money instead of paying it to specialists to complete jobs they feel they could personally handle. Regardless of the motivations, however, it is indisputable that more and more people are ready to embark on DIY projects.

Is home theater installation a good DIY project or a recipe for disaster? The answer to that question will depend both on the experience level of the installer and on the exact nature of the home theater system in question.

If one has spent tens of thousands of dollars on a home theater system and wants to establish a unit with speakers embedded in the wall that is absolutely wireless, they should probably consider hiring a professional. Few of us, however, are looking for anything quite that extreme.

If one has simply dropped a few hundred dollars on an all-in-one home theater and wants to hire a professional, they should certainly think again. These low-end systems are particularly built for ease of installation and can be handled by anyone. Again, however, most of us don't fall into this category either.

The largest number of us fall somewhere between the two extremes. Perhaps we have purchased separate components and a nice five-speaker surround sound set, but have stopped short of making a huge investment that would obviously warrant professional help. Those of us in the middle can generally handle our own home theater installation. There are few basic guiding principles to home theater installation for novices that must, at all costs, be followed.

First, and most importantly, the novice should read all documentation and instructions. He or she should study the schematics. It is important to have a clear mental understanding of how to hook things up and why they are hooked up this way. Don't just dive in immediately, read the supporting materials provided by the manufacturer. Often, installers will be surprised by some of the informational gems they find in these resources.

Second, use the right tools for the job. Home theater installations that are accomplished via the use of a steak knife and a butter knife generally lack longevity. Take the time to use the right tools for the tasks that are in front of you. Don't compromise quality in your work for convenience.

Finally, stop if it isn't working. It is possible to do permanent damage to components during installation if it is not performed correctly. Generally, damage of this sort is not covered by warranties. Don't risk your investment by experimenting when something goes wrong. Consult the documentation and troubleshoot likely problems. If nothing seems to work, put the project down and call in a pro.

Most of us can handle our home theater installation needs. All we need to do is remember a few basic guidelines and we are likely to emerge from the process with a fully operable home entertainment center that will make movie watching at home a real joy.

Hiring a Pro: Worry Free Home Theater Installation

All of us have some do-it-yourself instincts. We like to think of ourselves as multi-talented people who can tackle any job. The home improvement industry, once a field for professional contractors only, has exploded into a market targeted at individual homeowners looking for a way to improve their homes on the weekends with their own hands. The do-it-yourself (DIY) mindset certainly extends into other areas, as well. When it comes to home theaters, for instance, everyone believes they have sufficient expertise and skill to handle installation on their own.

Does DIY installation really make sense when it comes to home theaters, or does it make more sense to write just one more check and turn the job over to a true home theater professional? For some, self-installation may be just the right thing. However, for those serious about building and maintaining a truly impressive home theater system, professional installation is definitely the preferred way to go.

If you have purchased a simple home theater "in a box," for instance, calling on a professional would be a horrible waste of resources. These systems are designed primarily for simplicity and anyone can hook them up successfully and without complication. Even some of the slightly

nicer home theater rigs that involve individualized components can actually be quite simple to install and will not necessitate professional intervention.

Somewhere along the home theater quality spectrum, however, things do change. There is a point where self-help no longer makes a great deal of sense for those of us who are not experts. At that point, the best solution is to call in a professional. What can a professional do that you cannot? First, a home theater system pro can make sure your system is set up completely correctly. There is no risk of finding operation glitches down the road when you have an expert do the work. When we try to do it ourselves, we can often make small errors in the process that go unnoticeable for some length of time, even though they may be damaging components or, at the very least, minimizing the quality of our overall home theater experience.

Additionally, an expert is going to be able to make sure your system is truly performing correctly. They understand the impact of wiring and cabling choices, television positioning and other factors that can make or break a home theater experience. Their diagnostic equipment is generally much more accurate than your ears in assessing quality. Even their well-trained ears and eyes are likely to be more attuned to details than your own.

There are aspects of home theater installation that make the pros irreplaceable. Do you know how to position your speakers optimally to maximize the quality of sound? Expert installers do. Are you sure about your power strip needs and what kind of surge protection your equipment really requires? Again, experts have the answers.

There is more to home theater installation than simply plugging a few RCA cables into a few holes and watching a movie. Especially when it comes to higher end products, there are quite a few tweaks, adjustments, and tricks that can make a home theater system provide a truly unforgettable entertainment experience.

We love to think of ourselves as knowing all that we need to know in order to handle any job. Some of us are pretty well educated and usually do a good job when we approach a DIY project. However, there are circumstances when the best bit of knowledge upon which we can rely is the understanding that a professional may be able to give us a lot more than we can supply ourselves.

If your purchase is small or the job is simple, do not worry about the professional installer. These systems are truly designed for someone to buy, take out of the box and use within minutes. However, if you are building a more complicated home theater system replete with extra options that represent a significant investment, turning the installation job over to a pro may be the very best solution.

High End Home Theaters and the Law of Diminishing Returns

Are you familiar with the idea of the law of diminishing returns? Basically, it states that at some point along a continuum, the amount of effort required to produce a noticeable improvement becomes so great as to render it unjustifiable. This is certainly the case with home theater systems, particularly high-end options.

Is there an appreciable difference between a bargain basement system that retails for under \$200 and an entry level set of components that will cost \$500? Yes. There is a distinguishable difference in quality and function. One may or may not think the difference in price warrants the purchase based on their assessment of the differences, but there is a pronounced difference.

There is a probably an even more pronounced difference between a \$500 system and a \$1,000 system. The sound will be better; the number of features will be greater. One will be able to tell what that extra \$500 is buying.

Now, however, we may begin to see the law of diminishing returns really take hold. How much of a difference is there between a \$1,000 unit and a \$2,000 unit? Well, there are differences, undoubtedly, and they may even be somewhat noticeable. However, the more expensive system is unlikely to set itself apart from the cheaper version to the same extent we have noticed in previous comparisons. Once we enter the realm of very expensive high end, technology this becomes increasingly apparent. There is, in all reality, very little if any discernible difference for most people between a \$8,000 and \$12,000 system. They may have different specifications and the more expensive rig may offer more, but the actual apparent difference for most of us will be negligible.

On higher end products, only those obsessed with video or true audiophiles will be able to discern any truly important difference in quality. In essence, the cost for better technology becomes greater even though the edge that technology has over the next cheapest alternative is minimal.

This study of the law of diminishing returns has some real utility for those considering the purchase of a home theater system. It teaches us, in essence, that investment in very high-end equipment is probably a very poor idea for most of us. We simply will not get a real bang for our buck on higher end goods unless we are sufficiently expert to recognize and appreciate very fine nuances.

For most of us, a good middle-of-the-road system will suffice. We will be able to sense the improved quality of our viewing and listening experience, but will not feel as if we overspent in order to create a good home theater.

There are, certainly, those who want the very best regardless of cost. This crowd includes those whose life, in large measure, revolves around the home theater industry and those for whom money simply is not an object. The rest of us fall somewhere between the bargain hunter looking for anything he can hook up for a few hundred bucks and the millionaire who is seeking an audio/visual toy simply to own the very best that exists.

When you are buying home theater components, consider the law of diminishing returns when selecting equipment. As you work your way up the quality and price ladder, check carefully to see if you can sense the kind of quality difference necessary to justify the more expensive purchase. At the point the prices are growing faster than the quality increases, it may be time to consider stopping right there.

Home theater purchases come in a variety of sizes. From cheap throwaway boxed sets to awesome reproductions of the full cinema experience that may cost tens of thousands of dollars. Most of us fall somewhere in the middle, seeking a system that will provide us with impressive entertainment but that will not become our largest investment. By thinking about the law of diminishing returns as it applies to home theater equipment, we can meet our needs without significantly overspending or settling for less than what we need to be happy.

Home Theater in-a-Box: The Quick and Easy Option

If you've ever considered transforming your living room into a home theater, but have been daunted by the planning and arranging of all of that equipment, there is a solution for you. Home Theater in-a-Box systems provide consumers with the means to getting theater quality entertainment at home for a fraction of the price, and a lot less hassle. These systems are a great introduction to the world of home theater entertainment. Many systems are upgradeable, making this an investment that you can grow with as you become more comfortable with the various technologies involved.

One of the advantages of getting a Home Theater in-a-Box system is the price point. Complete systems can be as low as \$200 and range in price up to \$2000. They are easily purchased from just about any consumer electronics store (such as Best Buy or Circuit City). Wal-mart stores are even offering Home Theater in-a-Box systems.

Next, the Home Theater in-a-Box system comes with everything that you need to set up a basic home theater. The basic components are speakers, a surround sound receiver, and either a DVD player or DVD/VCR combination. In many cases, the systems also include a DVD recorder as well. A remote control is also provided with the system to control all of the functions from one convenient place. Higher end systems can include fun extras such as 5 disc DVD players, XM satellite radio compatibility and satellite speakers.

The ease of use is another selling point for Home Theater in-a-Box systems. The majority of the connection cables come with the kit, making set up a breeze. All you do is read the instructions and connect the new equipment to your television. Most, if not all systems require a television with AV inputs and audio outputs.

For people who are concerned about the size of a home theater system, a Home Theater in-a-Box solves that problem as well. These systems are designed to be compact and not overwhelm your living space. The speakers and subwoofers are generally compact enough to be inconspicuously placed in your living room.

This convenience and ease of use of comes with a few disadvantages. If you are a video game console fan, you need to make sure that your new system's DVD receiver comes with enough auxiliary inputs to plug everything in. It would be a shame to have to reconnect your entire system in order to switch between movie watching and video game playing.

Secondly, your budget priced system may come with budget priced sound. Speakers are where manufacturers most often cut corners, so it is not uncommon for the speakers to be the first

things replaced in a Home Theater in-a-box system. Be prepared to expect a little less quality than you would get if you purchased the speakers separately. This may be the first component that you upgrade in your home theater system; especially considering movie quality sound is what most home theater enthusiasts are looking for. Your best bet is to try listening to the system you are considering in the store before making your final decision.

Another consideration is that if you and your family are avid music fans, the music quality through your Home Theater in-a-box system may not be up to par. Since the speakers and sound system in a Home Theater in-a-box system are designed for DVD sound quality, your favorite CDs and vinyl may not sound quite as rich on these speakers.

Keep in mind that most stores will let you return a system within a given period of time if the quality is not up to your liking. You can avoid this hassle by shopping carefully and spending time making your decision. A Home Theater in-a-box, like most big-ticket items, is not something to be purchased on a whim. Do your research wisely and know exactly which components are worth paying for, and what you can do without.

Due to the great prices and convenience available with Home Theater in-a-box systems, they are an excellent purchase to get your home theater up and running quickly and easily. The drawbacks can be avoided with careful planning and a little research.

Home Theater on the Cheap

You want the movie experience in your living room. You fantasize about turning the guest bedroom into a full-featured home theater. Towering speakers, a giant screen, ear-splitting sound, top of the line equipment, great seats and even a popcorn machine and a soda fountain in the back of the room. Then, you check the balance on your checking account and your home theater fantasy seems to be the least likely thing to ever happen. You cannot afford a home theater system.

In reality, you do have a way to make it work. You just need to put together a system on the cheap.

Have a television set? If it works well and is tolerably sized, you are half way home. Do you have a DVD player? If not you can find one cheap these days. You probably already own a stereo receiver and a few speakers. Now, you are getting closer. You can play the DVD visuals on your television and route the sound through the stereo using an auxiliary input. You now have a home theater system. Will it scare the Dickinson theater chain out of business? Of course not, but it is true stereo sound with a digital medium. It may not be high-end, but it is the base of a home theater system. It will at least give you an idea that things can be better when you are not relying on the tiny speaker hidden within your television.

If your basics up aren't up to par or you simply want to do a little better, you can shop around for some great deals. You won't have to spend a fortune to assemble a basic home theater system, particularly if you are careful to shop wisely. Online sources may sell components cheaper than you can find them in the stores. Holiday sales may give you a cheap way of

collecting some of the equipment you need. Although you don't want to buy junk to save a few dollars, you can concentrate your efforts on some cheaper products and still emerge with a workable and entertaining home theater system in the end.

If the idea of finding those separate components doesn't excite you, you may be able to solve your problems with an "all-in-one" or "in a box" solution. These cheaper rigs generally come with a receiver, DVD player and the necessary speakers to create a surround sound effect. If you purchase one of these systems and add a simple twenty-seven inch television, you have created a home theater system that may very well serve your needs adequately, particularly if you live in a smaller space.

Putting together a great home theater can be affordable and easy. An entire home theater may come to well under a thousand dollars—including the purchase of a new television set. Assembling a system piece by piece can still be done for well under a thousand dollars. If one is willing to spend two thousand total dollars, they can create a very impressive system. That really isn't too bad for a complete home theater that will allow you to enjoy television and film to the utmost. These cheaper options may not rival a multimillionaire's special movie room, but it will still be enough to satisfy the needs of most people and make video entertainment exceedingly enjoyable.

If you can accurately ascertain your needs and budgets and are then willing to do some very smart shopping, you can put together an impressive home theater system on the cheap. Each of those steps is critical: in order to avoid either overspending or disappointment, you must have an idea of what you want to accomplish. By knowing what you can spend in order to effectuate your goals you will have an idea of how much you can spend on each component as you hunt for bargains. Doing those things will allow someone of virtually any income group to have a home theater system in which they can take pride.

Home Theaters: Don't Go Cheap

It seems like everyone is hopping on the home theater bandwagon. What was once a diversion only for the wealthiest has now become a hot new trend in households along every point in the socioeconomic strata. As home theater interest has increased, manufacturers and retailers have created new products designed with entry-level buyers in mind. These simpler, smaller systems retail for extraordinarily low prices and make the promise of a home theater experience available to anyone with a television and an interest.

This may seem like a wonderful thing. The idea of bringing entertainment to the masses does have an egalitarian appeal. Besides, not everyone needs a great system to enjoy watching his or her favorite movies at home, right? For years, many of us were satisfied with late night flicks in black and white on local affiliates, after all.

However, when push comes to shove, no one should invest in a cheap home theater system. They under-perform, offer virtually no flexibility, and tend to create far more disappointment than they do thrills and excitement.

Some of these cheaper systems will come with a DVD player, speakers and a built in amplifier. All of it is designed to connect quickly and easily to your television, suddenly turning that dusty old TV into the centerpiece of an entertainment system. It is a seductive idea, but one that usually fails to deliver.

The DVD players are generally of relatively low quality and are prone to breakage. They usually have a short lifespan and often lack many of the desirable features one can find in better DVD players. They tend to be bare bones players. They will play your DVD, but will not do too much else.

The sound system is generally underpowered. A true home theater system amplifier should be able to power all speaker channels and a subwoofer in a way that really brings out the best in movie audio. These cheaper systems are usually low-wattage devices that fail to adequately power the included speaker set. Anemic amplifications guarantees a lack of quality sound in any space and certainly assures one that sound will suffer in a larger space.

The speakers, too, tend to be less than stellar. Small speakers, lacking in an ability to fill a room that tend to miss both the highs and lows that make movie sound so wonderful are usually packaged with these cheaper solutions. Speaker quality is really simply inadequate in these rigs. They usually lack subwoofers and if one is provided, the unit itself is unlikely to power it to the degree necessary to produce truly fulfilling bass.

In addition to technological shortfalls on multiple levels, these cheap home theaters also suffer from a decided lack of flexibility. If you begin down the home theater road with less expensive individual components you can upgrade as your interest grows. With an all-in-one solution you are limited to what you bought in the first place. Everything is integrated and there is no real opportunity for growth.

Additionally, there is generally very limited opportunity to even add something to the system. Input and output jacks are usually sparse, making it difficult to plug in the old VCR to watch a home movie or the video game console to play with the kids. The systems simply handcuff owners too much to be a sensible home theater option. They may promise a home theater but they deliver only a few cheap components permanently fused together.

The idea of making home theater experiences widely available is a great one, but the systems hyped as doing that on the lower end of the price spectrum right now tend to fail miserably. Instead of purchasing a lousy cheap system that will do no better than hooking up a \$30 DVD player to a cheap stereo, consider investing in components individually and building a truly great home theater system over time. It may not provide the immediate satisfaction of a box of new goodies, but in the long run it will be far more desirable than the alternative.

Home Theaters and Obsolescence

Technology is a temporary thing. Whenever one believes they have the utmost in high tech at their disposal, a new invention or innovation is introduced rendering the previously purchased item something of a second-tier commodity. In home electronics, advances occur rapidly,

making any new purchase a temporary solution for anyone who wants to stay at the head of the pack. When selecting a home theater, many can become frustrated when they realize the money they spend today will be getting them components that are no longer at the top of the line tomorrow. The aggravation is then intensified when they recognize the expensive items of today are often next season's bargain bin sale items.

You cannot stop the wheels of progress, and most of us who enjoy home theater technology would not want to become neo-Luddites even if clog tossing would stop the gears of the industry. We like technology, we appreciate innovations in quality and we look forward to improvements. We do not, however, enjoy watching our electronic assets fall into obsolescence.

How can one make wise home theater decisions that will retain some value and utility as times change? A few simple guidelines can reduce the irritation of obsolescence when putting together a home theater system.

First, one should purchase individual components at all times. Not all things change at the same rate. Nor do our desires to keep up with every innovation change evenly across the spectrum. There may be great advances in DVD technology that excite us, but the new line of stereo speakers may not seem like a wonderful investment at all.

By purchasing individual components, one can upgrade and replace outdated aspects of their home theater system on a one-by-one basis as desired and necessary. Individual components allow a degree of flexibility that is sorely lacking in combination or all-in-one systems. Instead of looking at completely outmoded system, or needing to invest in all technology to take advantage of one advance, the component buyer can simply replace the parts with which her or she is dissatisfied.

Another great way to protect oneself is by purchasing based on need instead of hype. Before purchasing a home theater system, one should make a careful determination of his or her needs and wants from the unit. This will allow the buyer to make good decisions about the technology instead of finding themselves beginning a never-ending chase for the newest thing.

Systems based on real needs tend not be upgraded as frequently, as owners are usually more happy with the overall quality of their home entertainment experience than are those who simply purchased based on what was "hot." When one acquires technology based on objective goals, they can be sure to achieve the effect they desire, decreasing the impetus to continually upgrade and adjust their home theater system.

Another great strategy in this vein is to invest in quality equipment. The new advances may mean huge jumps in quality for cheaper components, but usually amount to a far lesser difference with high-end equipment. This is particularly true of less volatile components, like amplifiers, pre-amplifiers and receivers. There are absolutely stunning home theater systems in operation today relying on amplifiers built before the words "home" and "theater" were ever used side by side.

By investing in quality technology, one can truly increase the overall longevity of their system, helping them to avoid the obsolescence trap. One may not want to over-invest in technologies

that are rapidly changing. For instance, the purchase of a new HDTV may not make much sense, as prices are sure to drop when the format becomes an industry standard and conventional televisions are being offered at incredibly cheap prices.

If you are worried about buying tomorrow's junk today, consider three helpful guidelines when assembling a home theater: buy components, make decisions based on need instead of hype, and be willing to invest in quality merchandise in less rapidly changing areas. By following these guidelines, you can buy a system today that you will not be ashamed of when manufacturers roll out next year's new offerings.

Home Theaters: Knowledge is Power

So, the idea of a home theater is pretty appealing, right? After reading glowing reports of economical new technologies and hearing your friends rave about how much they enjoy their home theater, you have decided to join the crowd and to invest in your own system. You are making a wise decision. Home theaters offer so much entertainment value and really do make a wonderful addition to almost anyone's lifestyle. Your decision to get a home theater was probably simple to make when you considered all of the numerous benefits of ownership, and now all that is left is to pick out your components before you start enjoying a movie at home.

However, making the decision to buy is only the beginning. Once you are committed to the idea of owning a home theater, the real work begins. Selecting the exact system is the toughest part of the process and one that many of us are woefully unprepared to undertake without first doing some serious preparation.

How can you make sure you are really getting what you need in terms of a home theater? It is a simple question, but the answer can be complicated by your particular individual needs, limitations and preferences. There is a reason why there are so many home theater options available--it is because there is no single great solution that fits everyone's needs.

Therefore, in order to find your answer to that gnawing question, you are going to need to arm yourself with some information and to conduct some serious research. You are already on the right track! The Internet can provide you with a wealth of information that will make your decision making process easier.

There are product reviews by end users and experts alike that you can consult in order to make sure the products in which you are interested will do what you need them to do. There are manufacturer sites that list all of the new models and their exact specifications and capabilities. There are handy e-books and resource guides that will help you get a better grip on your home theater needs. The Internet can provide all of the information you need to make a wise decision, if you do enough digging.

Some, however, may prefer a more traditional approach to researching products and specifications. For those who feel more comfortable holding something in print, there is a variety of monthly magazines completely devoted to the home theater scene. These can provide a great deal of reliable information and even the advertisements located in these

magazines can spur ideas and provide direction for someone looking to construct a home theater system that meets their real needs.

For others, a personal touch will be required. Quality stores are usually manned by well-trained sales staffs who can help you to understand what different products will do. They can steer you away from products that have not been well received and can make some great recommendations. These people can even serve as sounding boards for your ideas and aspirations. Of course, sales people are there to get you to buy, so one must always consider their vested interest when accepting a recommendation.

If you have a friend or family member who is a home theater aficionado, you might want to consult them, as well. These people can give you their firsthand reports about what works, what does not and what you might want to consider when building your own system. They can be a great source of information, too.

However, you go about acquiring the necessary information and data to make a good decision, just remember not to give this part of the home theater acquisition process the short shrift. Making a good decision requires more than looking for a "sale" sign at a retailer. There are multiple factors at play in determining what will make the right home theater system, and you should be aware of all of them.

It may take some time and effort, but the energy you expend will be well worth it in the long run. Do a little extra work on the front end, and you can be quite sure that when it comes time to load that very first DVD into your system that you will soon be enjoying an awesome home theater experience.

The Advantages of Staying In

Is going out to the movies really worth it? There are definite advantages to seeing recent releases on the big screen; however, the costs and hassles of going to local Cineplex are making the home theater industry boom.

During the 1950s and 1960s, going to the movies was an all day event. For one low price, you could see two full-length features, a few cartoons and the weekly serial adventure. The matinee show, as it was called, was geared toward children and teenagers and gave them something to do on Saturday. Toward the end of 1960s, this format began to change. The matinee was replaced with the one show feature and it remains the same to this day. There are still matinee shows, for a slightly reduced price than evening shows, but only one film is shown at a time.

What has changed in the last 20 years is the price of that one film. Up until five years ago, one could expect to pay \$6 to \$7 depending on the venue. Current movie tickets, however, range from \$9 to \$10 for evening shows. It is almost impossible to find anything below \$7, even for the lower priced matinee shows.

The prices for food and beverages have gone up as well. For a large bucket of popcorn and a large drink, one can expect to pay upwards of \$10. You can add at least \$3 for any candy items purchased.

For the family of four, this can lead to a night of entertainment costing at least \$40, with another possible \$40 spent at the snack bar. Are these prices worth it?

Not when you consider that the movie going experience is not what it used to be. Newer technologies like cell phones and pagers have allowed more frequent interruptions in the theater. You also have to deal with potentially noisy children whose parents don't realize that PG-13 does not mean, "bring your five year old." Frankly, one loud and clueless person in a theater (young or old) can bring down the entire movie watching experience. No wonder more and more people are looking into making their entertainment systems into home theater systems.

The advantages of having a home theater are clear right off the bat. There is nowhere to drive and no risk of having to deal with inadequate parking. Let's face it, a lot of Cineplex's have parking structures that can be a bit dangerous, not to mention confusing. With a home theater system, your movie watching experience is only down the hall instead of across town.

Your home theater system can provide you with the freedom of choosing the films you want at the times you want. You can host themed movie nights, or have a double feature of a "guy film" and a "chick flick" to satisfy the film needs of yourself and your spouse. An added bonus for parents is that they don't have to worry about their children making noise during the film. It can make the experience less stressful for parents.

Owning a home theater system can be as simple or as elaborate as you want it to be. For some, a home theater may consist of their regular television with a few special upgrades like new speakers or a high quality DVD player. A mid-priced home theater system could be a new plasma screen wall-mounted television, with a digital quality sound system. On the high end, a home theater can be an entire room with leather reclining theater seats, a DVD projector and wall-sized screen. If you have the money and inclination, your home theater can be as close to the Cineplex experience as you desire it to be.

Personal use concession machines are available for purchase to provide home moviegoers with theater style popcorn, candy, sodas etc. Lighted movie posters on the walls and a mannequin ticket taker are unique touches that some people have added to their home theaters to make the experience like "the real thing."

With all these positives, it's hard to imagine why anyone would want to continue to go out to the movies. Technology and creative retailers have provided the home theater enthusiast with all of the necessities to make staying in for movies the more attractive option.

The Changing Nature of Home Theaters

Once, we thought of home theaters quite literally. We conceived of small cinemas built inside the homes of the wealthy utilizing movie theater projectors and traditional "silver screens." These so-called screening rooms were the home theaters of the past. They were built with stadium style seating and movie theater chairs. It was like having your own little Dickinson Theater in the basement of your mansion.

As time has passed, though, our outlook toward home theaters has changed considerably. Now, when one hears of a home theater they don't think of Howard Hughes watching the latest Hollywood releases in his custom made theater. Instead, they think of themselves or their neighbors enjoying a rental with a combination of stellar video and crisp audio.

This transformation occurred with the advance of technology and its increased accessibility. At one point, televisions of any form were a luxury. Many people today can still remember with fondness the first television to enter their neighborhood or home. The enjoyment television brought increased demand for TV sets and as more competitors entered the marketplace, prices gradually dropped. Today, one can find a small black and white portable television for under \$20. Even color televisions can be found today for well under one hundred dollars.

As time passed, the quality of televisions improved. First, pictures became clearer. Then, color television and color television broadcasting were introduced. With more programming offered in full color and more people watching television, its popularity continued to snowball.

There's no doubt that the television explosion changed the motion picture industry. The cheaper productions that had been used to fill afternoon matinees slowly began to disappear. In order for Hollywood to compete with television, the movies had to offer more than what you could find in your own living room.

The movies found their niche, television found its own, and things progressed nicely. As cable television entered the picture and exploded, however, the movie industry took another blow. Through careful arrangements between studios and cable channels however, television soon became the place where movies landed after their theater run. Movies also found a way to become residual earners thanks to videotape (and later, DVD) rentals.

Recently, though, the equation changed again. The technology was now available to duplicate many of the previously unique aspects of the movie theater experience. Proper ratio could be used in video, and the quality of the televisions themselves was growing by leaps and bounds. Additionally, it became possible for movie theater quality audio to move into the home thanks to surround sound systems and other consumer electronics components.

Today's home theater is something of a return to the original idea of a home theater. It is a spot carved out for the enjoyment of movies in a manner that duplicates the motion picture experience. Once upon a time, that duplication was quite literal--with projectors and large screens on walls. Today, the re-creation of the movie experience is accomplished electronically with plasma monitors, high-powered amplifiers and impressive arrays of home speakers that deliver sound every bit as good as you will find in the Cineplex.

We are, in a way, back at the beginning. The difference, however, is that home theaters are no longer the exclusive property of the wealthy. They are, instead, becoming increasingly affordable and surprisingly economical. Technological advances have brought the toy of the rich into the hands of virtually everyone.

Setting Up Your Speakers: A Home Theater Necessity

You are undoubtedly familiar with the old saying, “you get what you pay for.” There is some truth to that, but when it comes to speakers for a home theater system, the old adage could be more accurately changed to “you get what you pay for if you know what you are doing.” Even the best speakers money can buy will under perform if they are incorrectly positioned. A pair of top-of-the line speakers will not sound appreciably better than a bottom-rung closeout deal from a big box store if you do not take care to set up your speakers optimally.

Speaker set up and positioning is a matter that requires analysis of multiple factors. Three key elements of great set up are distance, height and toe-in. By making sure you take care of these three matters properly, you can get outstanding performance from your speakers.

Distance

Distance is a critical matter when it comes to home theater set up. In many cases, the home theater experience affords a great deal of space in which to work and an improper assessment of optimal distance can be a make or break matter when it comes to speakers.

Some speakers will come with manufacturers’ recommendations for proper distancing for the speakers. If the makers tell you how far away the speakers should be from the listener, take their advice! If not, you will have to make a determination based largely on trial and error. Station the speakers in one place and take awhile to listen carefully. You might even want to make a few notes as you do this. Then, reposition the speakers at either a greater or a lesser distance. Do the same thing. Repeat the process until you find the right distance for the speakers based upon the volume you plan to use most frequently.

A good rule of thumb that might make your trial and error proceedings move a little quicker is the general tendency of smaller speakers to work better at close distances and larger units to perform optimally at a greater range. This is not a hard and fast rule, but it is a tendency that can make the distancing process a little more efficient.

Height

Optimal speaker height is one of the most frequently overlooked aspects of home theater design. However, it is critical. If you decide to simply place your speakers on the floor or to wall mount them at an arbitrary height based on convenience or aesthetics you are likely to be disappointed by the results.

All speakers have an optimal height for listening. This is sometimes referred to as a vertical listening window. Basically, a listener's head should fall somewhere within that window of optimal performance. The best way to assess appropriate height, again, is the manufacturer's directions. Often, however, speaker producers are silent on the matter and one must again resort to a trial and error technique.

Try the speakers at different heights, assessing the quality of sound at each. At some point, you will discover the point at which your ears are firmly within the listening window. You should position your speakers at that height.

Toe-In

Toe-in refers to speaker direction. Often, speakers are just placed "dead ahead" by home theater newbies with disappointing results. Many speakers perform much better if they are angled for optimal performance.

Toe-in can be determined by the same two processes used for the other elements covered. Reliance upon manufacturer's instructions or a trial and error system of testing can find the best toe-in settings for your speakers.

Direction is frequently ignored by those setting up systems, but the results of a correct toe-in can make all the difference in the world to a home theater experience. The sound from properly directed speakers will be cleaner and more realistic than a straight-ahead method.

You paid for your speakers—make sure you are not throwing that money away by underutilizing them! By taking care of distance, height and direction, one can install their home theater speakers in a way that really enhances the home theater experience.

The Arrival of Home Theater

It wasn't long ago that no one had every heard of a home theater system. They knew about televisions, cable and even VCRs, but the idea of big screen televisions and high-fidelity stereo sound systems were foreign to them. When people thought about movies at home they probably envisioned watching a badly filmed home movie featuring a 1966 vacation being shot onto the living room wall with a whirring old projector. Times have, of course, changed. Home entertainment technology has changed right along with it, too.

Now that we do talk about home theaters, it is worth mentioning what a home theater really is. It's an effort to duplicate (at least some aspects) the movie experience usually reserved only for cinema attendees. People use home theater systems as a means of going to the movies without really going anywhere.

Understanding our collective love for the cinema is at the root of understanding how we got to our current point. We simply love movies. From indie dramas to summer big studio blockbusters, we love watching and marveling over the latest creative offerings. The big screen attracts our attention from the beginning and blows us away time after time.

Movie screen clarity in picture and sound allows us to observe every little detail as we watch the story unfold. We see actors in detail, and are able to watch them practice their craft as if they were only inches away.

It's not just visual, though. Every movie since Jolson opened his mouth and sang has been about sound, too. Can you imagine a spaghetti western without that theme song? How frightening would King Kong be without his belly-rattling roar?

The movie experience, it seems, is really beyond compare. That might be the case—movie going could be irreplaceable—if it wasn't for the theaters themselves. They house not only movies, but inconvenience, too. High prices are attached to everything from undersized boxes of Milk Duds to large sodas that might make it hard to pay the rent. Even aside from the cost, there is a host of convenience issues that all point to the very same conclusion: "The movies would be great if I could just get them out of the theater."

The first sense of a brewing home theater phenomenon was the advent of larger screens. People began to dump their small sets as they searched out bigger and bigger screens. The growth of the large screen television portended the advent of the home theater revolution. From twenty-inch traditional televisions to the new generation of flat screens all the way to the giant plasma televisions that make people stop on their tracks every time one is on display. There are even projection units designed to imitate the theater.

Early home theaters, even those including larger televisions still suffered from other technological inadequacies. Single head VCRs replayed the action, but certainly didn't bring it to life. Today's visual medium, including DVD players brings a crisp movie theater image home to the living room.

Sound has improved, too. Today, no one but the most antiquated would rely on a small three-inch speaker embedded with the television. For some time, consumers were forced to live with bad audio, even if their television offered the ultimate in video. Few routed sound through their stereo and those who did often didn't really know what they were doing.

The movie going era is not yet over, but it may be in its final throes. Technology has advanced sufficiently to duplicate the movie-going experience in the home. When one looks at the numerous negatives associated with the laborious process of going to the theater, it is hard to imagine that the multi-plexes will retain their popularity for much longer. What was once impossibility is now a frequently realized reality. The home theater system brings the cinema experience right into the living room, and is becoming more affordable every single day.

You are invited to pass this report along to as many people as you like, provided that you make no changes to it and that you give it away for FREE.

If you would like **your own Private Label Version of this report** and hundreds of others just like it on hot, high interest niche topics – all of which come complete with 5 custom cover graphics – [click here to visit our Niche Reports Resource](#).

The image displays a 3x3 grid of promotional banners for various WOW products. Each banner includes the 'WOW' logo, a product name, a short description, and a website URL.

- WOW Audio Book Store:** Your One Stop Shop for Listening and Learning Pleasure. www.WOWAudioBookStore.com
- The WOW Content Club:** Your Full Spectrum Content Provider. If Content is King, The WOW Content Club is the Kingdom You Have Been Searching For! www.wow-content-club.com
- WOW Niche Reports Resource:** Your Private Label Niche Reports Mega Source. www.NicheReportsResource.com
- WOW Ebay Dealmaker:** We Make Selling Successfully on Ebay Seem Like Child's Play! www.WOWEbayDealmaker.com
- Niche Empire Builder:** The Complete Done-it-For-You Niche Real Estate Business Builder's Dream Come True! www.the-wow-empire.com
- NICHE TARGETED ARTICLES FOR CONTENT:** New Articles Every Month For Your AdSense Sites, Blogs, Newsletters, etc...
- WOW Resale Website Generator:** Now You Can Easily Generate Unlimited Resale Rights Sites with All Included Files in Place with a Few Mouse Clicks. www.ResaleWebsiteGenerator.com
- WOW Profit Packs:** Help Yourself to Hundreds of Brand New, Blockbuster Products at Bargain Basement Prices! www.WOWProfitPacks.com
- WOW eBooktoAudio:** Turn Any eBook Into Streaming Audio with the Simple Click of a Button. www.WOWeBooktoAudio.com

WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!

Please click below to check out all of our entrepreneurial friendly sites and products.

=> <http://www.The-WOW-Experience.com>

Always something NEW on the horizon. Always something for YOU to use to grow your business!

That's what WOW is all about. Your success is our ultimate goal and our reason for growth.