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## Value Electronics

*Exceptional A/V products and custom installation*

### **PRESS RELEASE: FOR IMMEDIATE RELEASE – PRESS INVITED**

**Target markets: Hollywood filmmakers, TV broadcasters, streaming content providers, movie and sports lovers, technology enthusiasts, and all who want the best in audio and video entertainment**

## **2021 TV Shootout® Events to Determine Best-Quality Picture/Display**

*Industry Experts will Test and Evaluate Premium TVs and Ultra Short Throw Projectors*

SCARSDALE, NY (August 27, 2021) – [Value Electronics](#), a leading independent Audio/Video retailer in Westchester County, NY, is hosting its well-respected annual TV Shootout® at 9 a.m. ET on Sunday, September 12, 2021 and UST Projector Shootout at 10 a.m. ET on Monday, September 13, 2021 at The Company Building, 335 Madison Ave., NYC. This year, Value Electronics partnered with [Dealerscope](#) to give the event more exposure to trade and to open up the event to more professional post-production video experts.

With the advancement of video display technology, several new display technologies have come to the market (e.g., MiniLED, Dual Cell LCD, brighter & larger OLEDs and 8K). In keeping up with all the advancements, there will be two TV Shootout Evaluation events: one for the 4K category and a new 8K TV Shootout Evaluation for the best of the 2021 8K TVs. Also new this year, with the growth in popularity of Ultra Short Throw (UST) projection systems, there will be a UST Projector Shootout Evaluation event on Day Two, Monday, September 13, starting at 10 a.m. ET.

The events' Masters of Ceremonies this year are industry experts [Stacey Spears](#) for the TV Shootout and [Rob Sabin](#), Editor-in-Chief of Projector Central, for the UST Shootout program. A panel of professional Hollywood video colorists, film finishers, TV reviewers, and video scientists has been assembled to judge, evaluate, and vote on all picture quality attributes to determine which TV will be awarded this year's "King of 4K TV," "King of 8K TV," and "King of UST." Test patterns and real content will demonstrate elements of picture quality, including contrast, color fidelity, color saturation, and motion resolution.

The events' creator, Robert Zohn, president of Value Electronics, says: "This is a must-see for all who are interested in the best video display. We are excited to add the new categories of 8K TVs and UST projectors this year, so the public can see how each display compares in these competitive classes."

The objective of the TV and UST Projector Shootout events is to award the best TVs and UST projectors in each of the attributes of picture quality. The annual TV and UST Shootout events only use flagship TVs and UST projectors from each of the premium manufacturers that are available in the U.S. at this time.

Here are the 4K TVs competing in the 2021 TV Shootout evaluation event:

- LG's G1 Gallery Series OLED TV
- Samsung's QN90A Quantum Dot LCD/MiniLED TV
- Sony's XR-A90J Master Series OLED TV
- Hisense's 75U9DG Dual Cell LCD/LED TV

Here are the 8K TVs competing in the 2021 TV Shootout evaluation event:

- LG's ZX Signature Series 8K OLED TV
- Samsung's QN900A Quantum Dot 8K LCD/MiniLED TV
- Sony's XR-Z9J Master Series 8K LCD/LED TV

Here are the UST Projectors competing in the 2021 UST Shootout evaluation event:

- LG's HU85LA UST Laser Projector
- Samsung's SP-LSP9TFAXZA UST Laser Projector
- Hisense's L9G Series UST Laser Projector
- Epson's EpiqVision Ultra LS500 UST Laser Projector



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The latest state of the art in switching, distribution, HDMI cables, and test equipment are being supplied by [AVProStore](#), and [Metra Home Theater](#), with UST projection screens supplied by [Draper](#).

The TV and UST Shootout will be webcast live to reach the largest audience of A/V enthusiasts and media worldwide on [www.Youtube.com/sparechange/](http://www.Youtube.com/sparechange/). Questions and comments will be moderated by Shane with select questions read to the presenters. Live comments during the event w/Q&A will also be discussed by YouTube channels Stop the FOMO, Whisper Status 74, and Keep it Classy Tech.

In an abundance of concern for COVID and the variants, we will not have in-person attendees this year.

### **About Value Electronics**

Value Electronics, founded in 1998, is a custom A/V integrator with a retail showroom in the Village of Scarsdale, NY. Owners Wendy and Robert Zohn created and began sponsoring the TV Shootout evaluation event in 2004.

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