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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, movie lovers, home theater and technology enthusiasts, and all who want the best in audio and video entertainment.

2026 TV Shootout® Event to Determine Best-Quality Picture/Display

Industry Experts will Test, Compare, and Evaluate the Premium 4K TVs

SCARSDALE, NY (June 24, 2026) – [Value Electronics](http://ValueElectronics.com), a leading independent Audio/Video retailer, is hosting its well-respected annual TV Shootout® Evaluation event on Saturday, July 18, 2026 at their main A/V Showroom, 35 Popham Road, Scarsdale, NY 10583.

The objective of the TV Shootout event is to award the best TVs in each of the attributes of picture quality. Consumers can use the results of the TV Shootout to select the best TV for their liking and use-case. Only flagship TVs from the premium manufacturers that are available in the U.S. are selected to compete in the annual TV Shootout event. For the 2026 model year, the premium OLED TVs and Micro RGB MiniLED TVs will be included in the competition.

OLED TVs competing in the TV Shootout:

- LG OLED65G6WUA OLED TV
- Samsung QN65S95H OLED TV
- Sony K65XR80M2 OLED TV

Micro RGB TVs competing in the TV Shootout:

- LG 75MRGB95BUA Micro RGB TV
- Samsung MRN75R95H Micro RGB TV
- Sony K75XR90M2 Micro RGB TV

Judges will be led through the voting ballot, with test patterns and then real content used to demonstrate each category evaluated, including contrast, color fidelity, color saturation, and motion resolution. An esteemed panel of professional Hollywood video colorists, film finishers, TV reviewers, and video experts have been assembled to judge, evaluate, and vote on all picture quality attributes to determine which TV will be crowned this year's "King of TV®."

Event creator, Robert Zohn, says: "The arrival of Micro RGB TVs marks one of the most intriguing developments in display technology in recent years. We are eager to see how the 2026 TV lineup performs in our side-by-side comparison with all the excellent contenders this year. This is a must-see event for all who are interested in the best video displays."

AVPro Global is supplying the latest state-of-the-art switching, distribution, and test equipment. Magnetar's UDP-900MKII flagship 4K universal player and Kaleidescape's Strato K will be the reference sources for content. Sony Professional's BVM-HX3110 mastering monitors will be used as the reference to compare all displays against.

The TV Shootout opening remarks, and manufacturers' presentations will be webcast live to reach the largest audience of A/V enthusiasts and media. After the TV Shootout is completed several YouTube TV specialty Channels will have edited content of the TV Shootout for everyone worldwide to see the key components of the event.

About Value Electronics

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



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