



# ISF Calibration

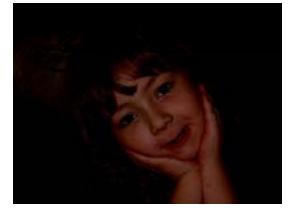
## What is an ISF Calibration and why do you need it?

Since 1994 ISF (Imaging Science Foundation) has been helping customers deliver and view demonstrably better images everyday! to help consumers improve the picture quality on there display devices.

By using the five main picture adjustments (Contrast, Brightness, Color, Tint and Sharpness) and color calibration equipment, an ISF trained technician can set up your TV so that the image you see has the same color characteristics as the TV used by the directors and editors, allowing you see the colors they intended.

This is done by setting up your new display to the same industry standards for NTSC and ATSC. For example the color temperature standard is D6500 but most displays are set much higher to look bright on retail show room floors.

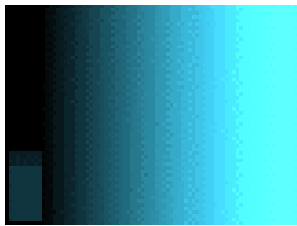
If your displays black level is not set properly you can loose picture detail in dark scenes



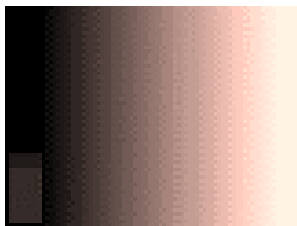
If your color is not set correctly the picture could be oversaturated. As you can see with this picture, the girl looks red.



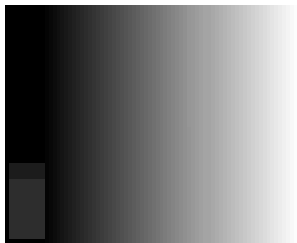
Original Picture



If your grey scale is not set to D6500 it could also look blue. This would affect how see the image



If your displays grey scale is not set to d6500 it could look red. This would affect how see the image



Grey Ramp Test pattern

## A properly calibrated home theater display:

- Displays a sharper focused, full resolution image.
- Shows full detail in both the darkest and brightest parts of all scenes.
- Is properly matched to the video system and the viewing environment.
- Maintains the same accurate color balance in both picture lowlights and highlights.
- Produces a full range of accurate colors, including flesh tones, grass, sky, and sports jerseys.
- Produces a "film look" comparable to 35mm pictures or cinema theaters.
- Displays film qualities as the cinematographer intended.
- Minimizes picture artifacts (distortions).
- Is easier on your eyes.
- Lasts up to twice as long as a display with factory default settings.



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