

stereo shop TALK

Newsletter of The Stereo Shop, Inc. • 505 Farmington Ave. • Hartford, Ct 06105 • 203/523-7250 • Summer 1994

DIRECT BROADCAST SATELLITE UPDATE

Thursday, July 21, 1994! Two showings: 5:30 p.m. and 7:30 p.m.

The new Hughes Direct Broadcast (DBS) satellite system will be in place in September, less than two short months away! Two Hughes satellites will beam, at high power, 150 channels of programming directly to you! The benefit of laserdisc-like picture and compact disc-quality sound on every channel will be available to all with the purchase and installation of the **RCA DBS 18"** satellite dish and receiver from The Stereo Shop. This new satellite receiver system is easy to use, affordable - and best of all, the dish antenna is only 18" wide!

We are the licensed DBS retailer in this area, and will provide everything you need, from equipment to programming. You can choose the combination of channels you wish to subscribe to, and we will be always available to

serve you whenever your programming needs change. Sign up anytime for a wide variety of programming packages merely by calling The Stereo Shop at 523-7250. For example, you can choose special HBO, movie and sports services, any present cable

offering, and a great number of new channels unavailable anywhere else! So you can learn everything you need to know about the exciting new DBS system, **Bill Oster**, sales representative for DirectTV, Hughes' satellite



programming subsidiary, will host a seminar at The Stereo Shop on **Thursday, July 21 with two showings at 5:30 p.m. and 7:30 p.m.** He will explain this amazing new technology and answer any questions you might have on DBS satellite TV. The Stereo Shop's **Bob Dacundo** will assist in this presentation. Seating is limited. Call **Bob** at 523-7250 to put your name on our DBS installation list and to sign up for DBS satellite programming now! Television will never be the same again!

Because DBS is a perfect audio and video source for home theater, take advantage the same evening of our home theater seminar at 6:30 p.m. **Come early and enjoy refreshments!**

**Thursday, July 21,
1994!**

**Two showings:
5:30 p.m. and 7:30
p.m.**

**Home Theater
Seminar
6:30 p.m.**

SPECIAL HOME THEATER SEMINAR

Thursday, July 21, 1994: 6:30 p.m.

What makes a home theater? A high-quality video monitor, hi-fi VCR and/or laserdisc player and - perhaps the most important aspect of home theater - a **great surround sound system**, providing all the sonic impact to put you right in the middle of the action! Many people already have a great TV set, but may want to know more about how surround sound audio

works and what is needed for a great home theater of their own. The Stereo Shop invites you to attend a special home theater seminar on **Thursday, July 21 at 6:30 p.m.** with **Brian Fournier** of **Boston Acoustics**, manufacturers of high quality surround sound speaker systems. Please call **Nicholas** at 523-7250 for reservations. Seating will be limited.



VCR PROBLEMS: ARE YOU WATCHING DIRTY MOVIES? Dirty Picture - Muddy Sound - Distortion - Low Output, etc.

Only \$34.95 (regular \$65.00)! Videostore rental tapes, with hundreds of users playing them over and over again, shed a lot of oxides into **your VCR!** Dirty heads and tape transport impair videotape playback and performance. Bring your video cassette

recorder in during **August**, and our technicians will professionally clean, demagnetize and check its overall operation. You will see a better picture and hear better sound.

50% OFF!





NICHOLAS PERFITO

SURROUND SOUND FOR EVERYONE!

Few things are as pleasurable and relaxing as watching a movie at home on a high quality surround-sound home

audio/video system. But it doesn't have to cost a lot of money to turn your TV into a movie theater! I have spent a lot of time matching components for the best quality, highest-value surround-sound audio systems at various price levels. They're easy to install and take up little room. Just add your TV and hi-fi stereo video cassette recorder and you've got great home entertainment! Here are three excellent systems to consider:

Onkyo/Boston Acoustics

Without a doubt, this is the highest-value surround sound receiver/speaker system combination available.



Onkyo TX-SV515 PRO Receiver



Boston Acoustics Surround Speakers

The **Onkyo TX-SV515PRO** is a fully discrete-circuitry Dolby Pro Logic surround sound receiver with 55 watts per left, center and right front channels and 20 watts per rear left and right channels, perfect for the efficient **Boston Acoustics 6-speaker** surround system. The 5 small front, center and rear speakers can be placed anywhere, on or off their stands, and the subwoofer provides bass you can really feel. **System Price: \$1,249.00**



Adcom/NHT

For a very high-quality "home theater stand-alone" system with plenty of power, the next major step up features the new **Adcom GSP-560** surround sound processor/power amplifier, **Adcom GFA-535** stereo power amplifier and the great **NHT** surround sound speakers.



Adcom GFA-535

Here's how it works: Connect your hi-fi VCR to the **GSP-560**, which contains the processor and three amplifiers: 80 watts for the critical center channel and 40 watts for each rear channel. Add the **GFA-535** 60 watt per channel amp for front left and right channels.



NHT Surround Speakers

For seamless, three-dimensional surround sound, **NHT** offers an entire, integrated speaker system: front **VT1** mini-towers 40" tall with the tiny footprint of only 5.5" X 5.5"; the **1C** center channel speaker, the **HDP1** rear channel speakers, and the **SW2P** subwoofer for room-filling bass. **System Price: \$2,695.00**



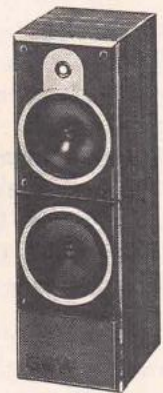
GTP-600

Adcom/B&W

For ultra-high performance at an affordable price, the great new **Adcom GTP-600** preamp/tuner makes separate components as convenient and easy to use as a receiver. Just add the new 5-channel **Adcom GFA-6000** power amplifier, and you have 420

watts for a superbly balanced, high-powered sound stage that emotionally draws you into the movie!

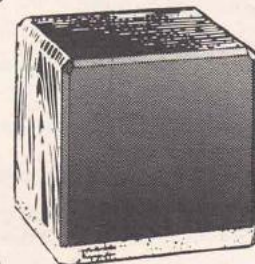
Add the refined **B&W** home theater speaker system: for front left and right channels, the floor-standing **DM620s** with 8" woofer, 8" radiator and 1" metal tweeter are dramatically musical and provide deep bass.



B&W DM620 Speakers

The **DM600IFS** for the front center dialogue channel is the perfect match for seamless cinema sound. And the **DM600i** rear surround speakers are ideal for creating an enveloping sound stage that will totally involve you in the home theater experience. **System Price: \$2,995.00**

SALE!



Velodyne F-1200

SAVE 10%

Velodyne Subwoofers

And keep in mind, for the finest bass performance in any home theater system, we offer **Velodyne** subwoofers, starting at just \$749.00. Substitute one for your old subwoofer, or add one to your existing system. You'll be glad you did!

And that's just the beginning. We have lots of other fabulous surround sound audio systems you can add to your TV and VCR for great home theaters. The Stereo Shop makes it easy to help you enjoy a high quality of life with high value, easy-to-use audio/video products and service. Stop in any time. I am always happy to demonstrate these great systems and answer any of your questions.

Nicholas Perfito
523-7250



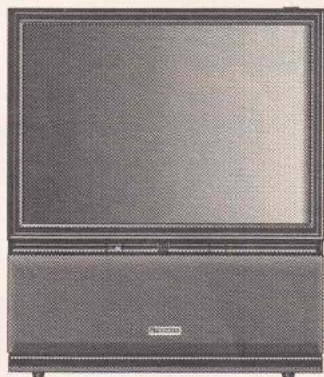
BOB DACUNDO

AUDIO/VIDEO INTERIORS

Pioneer Elite Summer Special

One of the nicest and easiest to use home theaters available today is more affordable

than ever! The Stereo Shop is offering components from **Elite by Pioneer's** latest audio/video line at substantial savings. Take home **Elite's** big-screen 50" rear TV projector, the **PRO-97** and its matched laserdisc player (**CLD-97**) and surround sound receiver (**VSX-95**). This system represents "usable" technology that allows you to choose how you want to see and hear movies or other video programs at home.



Elite Pro-97 50" TV



Elite VSX-95 Receiver



Elite CLD-97 Laser Disc Player

Enjoy great pictures in the standard letterbox format as well as the normal broadcast format with "variable expansion" technology. "Zoom" a letterbox movie so it fills the screen, unmarred by black strips at the top and bottom! Choose "Cinema 1" mode for clarity and contrast for that Hollywood

touch, "Cinema 2" for subtle expression to dark scenes, suitable for European movies. The **Elite CLD-97** laserdisc/compact disc player, with its "Legato-Link" digital to analog converter, has the best sound and picture for music and movies. And the **VSX-95** Dolby Pro Logic surround sound receiver is powerful (over 370 watts), great sounding, and extremely easy to use. Each component is beautifully finished in lacquered wood and will delight you with its appearance and performance.

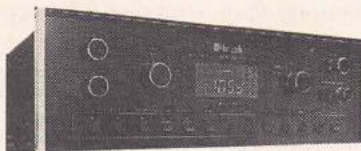
PRO-97: \$4,500.00 new, \$4,250 demo; VSX-95: \$1,099.00 factory reconditioned; CLD-97: \$2,500.00 new; CLD-95: \$1,299.00 factory reconditioned.

New McIntosh Components

The Stereo Shop is New England's premiere **McIntosh** dealer, featuring the "best in the world" for over 35 years: **McIntosh** components, hand-crafted with pride in the United States to be the best. Brand new from **McIntosh Laboratory** are two exciting system control centers, the **C-712** preamp and the audio/video surround sound preamp/tuner **MX-118**.



C-712 Preamplifier: \$1,300.00



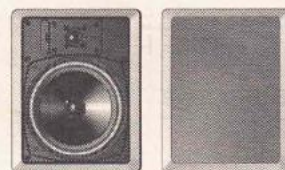
MX-118 Pre-amp/tuner: \$2,600.00.

The **C-712** incorporates the latest **McIntosh** electromagnetic switching, signal processor loop, and tape monitors. It is a slim-line design, and is perfectly matched with the 100 watt per channel **McIntosh MC-7100** for a compact system. The **MX-118** builds upon the pioneering **McIntosh** preamp/tuner tradition, started in the early '60s with the famous **MX-110**, with Dolby-Pro Logic surround sound decoding circuits in addition to its "McIntosh quality" preamp and tuner

on one chassis. The **MX-118** can be the heart of your home theater and multi-room remote control audio installation! Either the **C-712** or **MX-118** will serve as an upgrade to a present "Mac" system. Come on in and I'll show you how they sound!

Architecturally Integrated Speakers

The Stereo Shop is proud to introduce **NPR** in-wall speakers. We have a wide variety of speakers that can be unobtrusively mounted in the wall for the sake of decor, and the **NPR** speakers are exceptionally good-sounding, with high-quality woofers and dome tweeters for clear, accurate music reproduction.



NPR In-Wall Speakers

These speakers are perfect for home theater or multi-room audio installations, and the flush mounts can be painted or papered to make them "disappear" into the room! **NPR** also supplies independently-adjustable volume controls that can be mounted on walls to tailor the sound in multi-room installations. **NPR In-wall Speakers: \$379.00/pair. Introductory price: \$299.00/pair!**

I am always available to work with you or your designer in creating a custom-designed home theater or multi-room installation that reflects your vision and taste and integrates perfectly with your living space, lifestyle and decor. Please call for an initial consultation at our expense. I look forward to meeting you.

Bob Dacundo

Bob Dacundo
523-7250



RICHARD COX

TECH CORNER

"What Sounds Best?" The System Approach to Buying a Great Stereo

Many times a customer will come into The Stereo Shop, waving a stereo magazine's rave review of an individual component, and announce, "They say it sounds great! What do you think?" I will have to then ask the customer, "With what? It couldn't sound great all by itself, could it now?" The most respected stereo magazines in the world can't help your system sound better unless you know how the component with the "rave review" will sound with other equipment. You could literally spend the rest of your natural existence hooking up innumerable pieces of equipment trying to find the one configuration that makes not only the "great" component spring to life, but makes your system spring to life as well.

That's why it makes sense to consider how pieces of equipment work together, as a system. It's nice that leading publications will write up great reviews of components from good manufacturers, but have you ever thought how they would interact with your present components, or how they would work with other new components? A quality stereo dealer like The Stereo Shop spends lots of time matching magnificent equipment and calibrating it with the proper cables, interconnects, acoustic panels and speaker positioning for maximum performance. But we take similar care in matching our most affordable systems as well, for any system is only as good as its weakest link. Our whole philosophy is system-based, because we know that a piece of equipment is only as good as the others it interacts with in a complete system.

The Stereo Shop has been around since 1959, from the very time stereo came into existence, and in 35 years we have examined as many available

equipment lines as we can to determine what components work best in systems at every price level. For instance, it doesn't make sense to match a high-performance pair of speakers to an amplifier that doesn't interact well with them.

A perfect example of that was a customer in search of an amplifier for his pair of \$1,000 speakers. We hooked up what we initially thought was a likely preamp/amplifier combination that sold for around \$1,200. To our surprise the system sounded terrible, as bad as if a mediocre, cheap receiver were used. Then, we connected his speakers to a \$3,000 preamp/amp combo, and boy did it sound great! Of course, that price was out of line for the speakers he wanted to use - it just happened that his speakers matched well with components that cost far more than the speakers. But who would have thought it until we actually did the work to find out?



Adcom GTP-450 Pre-amp/tuner
Adcom GTA-545 II Power Amp \$1,100.00

So, the process can be hit and miss. But The Stereo Shop has enough experience with the characteristics of many different components to be able to readily match them up as good systems. For example, we know that the **B&W DM640** loudspeakers at \$1,500.00 are an excellent match for the **Adcom GTP-450** preamp/tuner and the **Adcom** power amplifiers. Another **B&W** dealer may claim that another amplifier does as good a job at that price, but because we have done the work, we know that the **Adcom** cannot be topped in that combina-

tion, and that is why we match those components together.



B&W DM640 Speakers \$1,500.00 pair

So, the next time your eye is caught by a laudatory write-up in a stereo magazine of some speaker or amplifier, try and read beyond all the fine words about that particular component. Sure, it may be a fine piece, but how did it fit in the system they assessed it with? Were they using a \$3,000 amplifier with a \$500 pair of speakers (not a real-world combination)? Then come to The Stereo Shop and we'll be happy to show you our custom matched systems and how we arrived at these balanced combinations for the best sound and value at the price. We'll be happy to talk about any piece of equipment written up in the magazines, and then show you that while the equipment we offer does appear in "recommended" and "best buy" articles, they only sound as good as the rest of the system they are part of - and they will sound good if it's a Stereo Shop system!

Until next time,

Richard Cox
523-7250

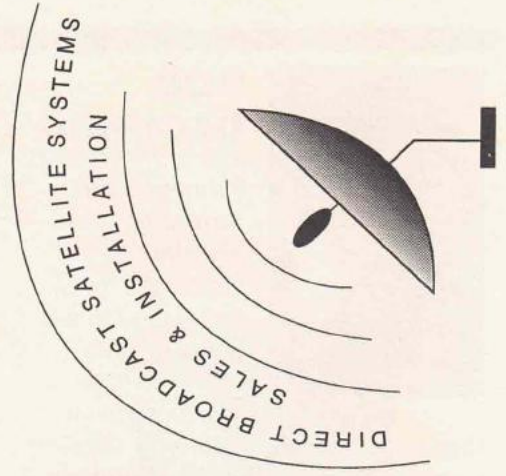
STEREO SHOP SUMMER SALE

Save up to 70% on selected pre-owned, demo and new components. Each component is completely reconditioned and comes with twice the normal guarantee - each is guaranteed for six months! These are truly great values, providing excellent performance for the price. Our service department certifies that each meets the original factory specifications.

Manufacture Model		New	Used	SALE	Manufacture Model		New	Used	SALE
INTEGRATED AMPLIFIERS					REEL TO REEL TAPE DECKS				
Pioneer	SA-8100 (40 Watt Pre-out/main in)	299	199	179	Teac	3300-S (Classic Teac editor's deck)	1000	650	395
McIntosh	MA-5100 (50 watt-solid state-compact/powerful)	N/A	550	450	Tandberg	TD-20A (Ultra high quality-studio recording)	1595	1450	1350
McIntosh	MA-230 (30 watt-all tube-classic MAC sound)	N/A	595	550	COMPACT DISC PLAYERS				
McIntosh	MA-6100 (60 watt-solid state-rare)	699	N/A	695	Onkyo	DX-220 (3 beam-good sound)	400	200	169
PREAMPLIFIERS					Sony	CDP-310 (Digital filter)	300	225	179
Marcof	PPI-A (Pre-preamp)	30	85	35	Kyocera	DA-310CX (3 beam-wood panels)	500	250	195
Superphon	Revelation (Collector's item-transparent sound)	400	300	199	Adcom	GCD-200 (Dependable-natural sound)	400	275	195
Rappaport	Audiophile Quality	695	250	199	Onkyo	Integra DX-530 (Advanced d/a converter)	560	350	225
Adcom	GFP-555II ("Giant Killer" preamp)	500	449	375	Sony	CDP-610ES (Excellent sound)	850	600	375
B&K	Pro-10 (Audiophile preamp)	598	475	399	Onkyo	Integra DX-C606 (6-Disc Carousel-Optical Output) (NEW)	489	N/A	395
McIntosh	C-26 (Famous MAC quality-clean sound)	449	595	450	NAD	5000 ("Giant killer" CD player) (NEW)	500	N/A	425
B&K	Pro-10 MC Sonata (Ultra low noise)	798	650	499	Nakamichi	OMS-7 (Classic 16-bit-dual d/a converters)	1295	995	495
Adcom	GFP-565 (High performance preamp) (NEW)	800	N/A	649	CAL Lab	DX-1 (Audiophile design) (NEW)	600	N/A	510
McIntosh	C-28 (Classic MAC)	649	795	695	Onkyo	Integra DX-C909 (6-disc Carousel-High Quality) (NEW)	659	N/A	525
McIntosh	C-11 (All tube-collector's special-mint)	249	949	849	Pioneer	PD-52 Elite (Stable platter design) (NEW)	500	N/A	425
McIntosh	C-22 (Classic tube preamp-collector's item)	N/A	N/A	1995	Pioneer	PD-65 Elite (Legato Link D/A converter) (NEW)	800	N/A	650
AM-FM TUNERS					McIntosh	MCD-7000 (Dual D/A converters-headphone jack)	1399	995	795
Sony	ST-5100 (Solid-State-analog tuning)	220	175	150	VIDEO CASSETTE RECORDERS				
McIntosh	MR-55A (AM-FM Monaural tube tuner-collector's item)	276	250	150	Emerson	VCS-955H (HQ-14 day/4 event-MTS-stereo)	500	175	125
Sumo	Charlie (FM Digital-super selectivity/sensitivity)	499	399	349	Toshiba	M-6230 (HQ-14 day/programmable)	339	175	125
McIntosh	MR-65B (All tube-MAC's first stereo tuner)	329	595	495	Sharp	VC-A601U (HQ-14 day/4 event)	580	225	199
McIntosh	MR-67 (All tube-classic MAC-mint condition)	299	749	695	JVC	HRS-4900U (S-VHS Hi-Fi) (NEW)	899	N/A	750
McIntosh	MR-71 (World's best sounding FM tuner)	399	895	795	JVC	HRS-6900 (S-VHS Hi-Fi) (NEW)	999	N/A	795
McIntosh	MR-77 (MAC's first super FM tuner)	699	899	799	HIGH RESOLUTION TV MONITORS				
McIntosh	MR-7082 (Digital, MPX decoder)	1579	1350	1295	Tera (NEW)	621B 20" (Ultra-bright/high resolution)	950	N/A	650
Tandberg	3001 (European audiophile tuner)	2450	1595	1195	LOUDSPEAKERS				
PREAMP/TUNERS					Dahlquist	DQ-10 (Phased array-audiophile favorite)	1200	750	450
McIntosh	MX-110 (All tube-AM/FM stereo)	N/A	795	695	JBL	L-100 (Classic JBL bookshelf-12"woofers)	980	750	495
McIntosh	MX-113 (Solid state-AM/FM stereo)	1099	999	799	Klipsch	Heresy II (Classic horn design-efficient!)	930	600	550
POWER AMPS					B&W	DM-640 (3 way-selectable ports)	1500	1250	895
McIntosh	MC-2505 (50 watt-solid state with meters)	549	699	549	Polk	SRS 1.2TL (Signature reference-floor standing)	3400	2500	1750
NAD	2700IHX (150 watt-high power for home theater) (NEW)	829	N/A	675	MISCELLANEOUS				
B&K	EX-442 Sonata (200 watt-high current)	1098	850	695	Kinergetics	KMP-2 (Magnetic tape deck processor)	110	35	25
McIntosh	MC-754 (100 watt-classic style)	1095	N/A	949	McIntosh	MQ102 (Equalizer)	150	100	75
McIntosh	MC-2120 (120 watt-powerguard-pro amp)	999	1099	999	AVS	PB289G (Audio/video switcher)	495	295	75
McIntosh	MC-2600 (500 watt - awesome powerhouse)	6000	N/A	5495	Ortofon	MCA-10 (Head-amplifier-moving coil)	235	100	75
RECEIVERS					Adcom	GFS-3 (3 speaker system switcher)	99	N/A	85
Kenwood	KR-70 (20 watt, dependable favorite)	200	125	99	Electroponic	(1960's compact w/8-track player/good shape! no warranty)	N/A	N/A	99
Sansui	551 (16 watt-AM/FM stereo)	260	125	99	McIntosh	SCR-2 (Speaker controller)	200	150	99
Sansui	350-A (20 watt, wooden cabinet, classic design)	200	125	99	McIntosh	SCR-3 (Speaker controller)	200	150	99
Sherwood	S-9200 CP (24 Watt-Super Tuner)	260	150	129	McIntosh	SCR-4 (Speaker controller)	225	175	125
Scott	367 (32 Watts, 1970's powerhouse)	260	150	129	DBX	1BX (Dynamic noise reduction)	299	150	125
Toshiba	SA-2500 (25 watt-AM/FM stereo)	250	175	139	McIntosh	MQ-104 (Equalizer)	400	N/A	150
Sanyo	2033 (33 watt-AM/FM stereo)	250	175	139	Stax	SR-84 (Headphones)	319	N/A	200
Pioneer	SX-1500 TD (38 watts, pre-out/main in)	400	250	149	Stax	SR-Gamma (Headphones)	399	N/A	249
Mitsubishi	DA-R11 (35 watt-AM/FM stereo)	275	175	150	McIntosh	MQ-101 (Equalizer-3 band)	300	300	250
Scott	A-150/T-150 (Amp-tuner combo-5 band EQ)	N/A	N/A	150	McIntosh	MQ-107 (Equalizer)	700	350	250
Kenwood	KR-7050 (80 watt-AM/FM stereo)	660	250	195	McIntosh	CR-8 (Remote area controller)	678	400	350
HK	HK-490i (30 watt-AM/FM stereo)	425	375	195	McIntosh	CR-7 (Remote control system)	849	450	400
Tandberg	TR-3030 (30 watt-AM/FM stereo-European quality)	N/A	299	250	AKG	K-1000 (Top of the line headphones)	1000	750	650
Tandberg	TR-2045 (45 watt-AM/FM stereo-European quality)	545	400	350	AUDIO FURNITURE				
McIntosh	MAC-1700 (Classic MAC quality-45 watt)	599	595	495	Custom Woodwork and Design	Save up to 50% off selected demos			
Onkyo	TX-SV909PRO (110 watt-Dolby Pro Logic-A/V) (NEW)	1879	N/A	1399	ALL EQUIPMENT GUARANTEED SIX MONTHS				
TURNTABLES									
Technics	SL-BD20 (Belt drive-with cartridge)	N/A	N/A	125					
Thorens	TD-124 (Collectors favorite-78 rpm)	250	350	295					
Rega	Planar 3 (Belt drive-Grace tonearm)	720	450	395					
Thorens	TD-126 Mk-II (Precision audiophile turntable)	800	N/A	695					

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 Tues., Wed., & Fri. 9-6
 Thursday 9-8
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audio/video interiors
stereo shop

PRE-SORTED FIRST
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DIAMOND VIEW IS HERE!

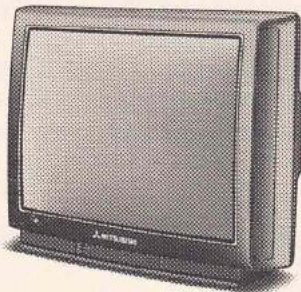
We are tremendously excited about the top of the line Big Screen **Mitsubishi** televisions we now exclusively represent: they are called "Diamond View" and they feature the latest and best video technology. Most of you know **Mitsubishi** has a video line, but the new **Diamond View** TVs are in the absolute forefront of TV technology. They come in tube and rear projector formats and are beyond a doubt the brightest and clearest sets ever. Best of all, these sets will keep their clarity and brightness far longer than other TVs.



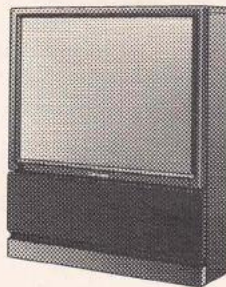
While others lose nearly half their brightness over the equivalent of ten years' use, the **Diamond View** sets retain 90% over the same period!

The sound of these TVs is excellent as well, with powerful amplifiers and built-in subwoofers for full, rich sound.

technology sets new standards for clarity, brightness and longevity. These sets can be placed about anywhere, and are perfect for small home theater applications. For the real Big Screen, the new rear-projectors are fantastic. We are especially amazed with their new rear-projector "table-top" TV, the 45" **VS-4571**, which is the first Big Screen TV you can place conveniently - on a table, in a cabinet - that unobtrusively blends with your decor.

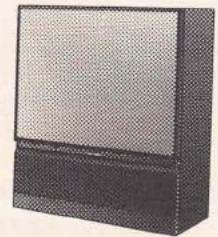


Mitsubishi CS 35701 35"
 \$2,999



VS-4571,
 45" tabletop;
 \$2,499

Which **Diamond View** TV should you consider? If you want a smaller, direct-view tube TV, the **Diamond View** 27" and 35" are the best. For an even larger direct view set, how about a 40" screen, the largest in the world and a **Mitsubishi** exclusive! Their **Diamond View** tube



VS-6081 60" TV
 \$5,299

And the other new rear-projector sets - the floor-standing 50", 60", and yes, even 70" TVs - share the same bright-screen technology that will revolutionize home viewing. Come into The Stereo Shop today for an experience with the cutting edge in home video...**Mitsubishi Diamond View**.