

# **Smart Televisions**

# Smart Televisions



# What is a Smart TV & How do they Work

- Smart televisions are made by a variety of manufacturers including, but not limited to, those made by LG, Samsung, Panasonic, Sony, and Philips.
- A smart TV connects directly to the internet and incorporates an operating system/platform that lets you access, manage, and view online and watch network-based media content like Netflix and Amazon Prime.
- Smart TVs access online content by connecting to the same broadband router via an Ethernet cable or the Wi-Fi network you use to connect your computer to the internet. Ethernet provides the most stable connection, but if your TV is in a different room or a long distance from your router, Wi-Fi might be more convenient.

# What is a Smart TV & How do they Work

- Once your TV is connected and turned on, you will be prompted to enter any login information required by your internet service provider. The smart TV will display an on-screen menu that includes a list of available internet channels provided as apps (similar to the apps on a smartphone).
- Some apps come preloaded, and you can download more to add to the TV's app library.
- When you click on the icon for a specific channel/app, you are taken to its content offerings, which you can select and view.
- Exactly how you navigate through the smart TV menu and manage your apps varies with the brand and model of TV.

# Smart TV's Benefits & Features

- The main benefit of a smart TV is access to many channels that offer TV programs, movies, and music without the need to connect a TV antenna or subscribe to a cable/satellite service. Also, some smart TVs provide web browsing, gaming, and access to compatible media content stored on your computer.
- Although smart TVs also can receive TV programming via antenna or cable/satellite. In addition to internet streaming, some smart TVs provide more capabilities, such as Miracast and Screen Sharing, which allow users to view content from compatible smartphones and tablets on a TV screen.
- Some smart TVs can even do the reverse: send content from the TV to a compatible smartphone. After sending, the user can continue to view that content on the smartphone, away from the TV.

# Smart TV's - Negatives

- The hype surrounding smart TVs is compelling, but there are some cost considerations and limitations to consider.
- Although smart TV platforms provide access to many free channels and services, many require either a monthly subscription or a pay-per-view fee.
- When you start adding up those costs, you could end up spending as much, or more, than a monthly cable/satellite bill. On the other hand, you will be paying only for the channels and content you want.

# Things to Consider Before Buying a Smart TV

Before deciding on a smart TV, there are seven key factors to consider when shopping for a TV:

- Cost
- Size
- Resolution
- HDR
- Refresh rates
- Integrations
- Apps

# Things to Consider Before Buying a Smart TV

## Resolution

Most TVs come in three resolutions: 1080p, 4K, and 8K.

A 4K resolution TV for the best overall usage. 1080p resolution TVs are fine, but they are outdated by today's standards, and you no longer pay any price penalty for getting the higher resolution.

8K resolution TVs are now where 4K TVs used to be: High-end with a high price tag. It's probably not worth the investment just yet as the prices are high, and there's not a lot of content (TV shows or movies) in high enough resolutions to see any difference in picture quality.

# Things to Consider Before Buying a Smart TV

## Resolution (cont)

4K, also known as Ultra HD, is an excellent middle ground as it's a high-quality resolution with many affordable options available. Plus, many streaming services and apps offer 4K content, so you can take full advantage of what they offer.

## HDR Support

Most of the best smart TVs will come with a picture-improving technology called HDR (high dynamic range).

HDR brings out a high level of detail in the darkest and lightest parts of a picture and improves the range of colours. You may encounter various HDR formats like HDR10, Dolby Vision, HDR 10+, and HLG (Hybrid Log-Gamma), but as long as the display has some HDR support, you're good to go. Differences between the formats are minimal.

# Things to Consider Before Buying a Smart TV

## Refresh Rate

Smart TV displays offer 60Hz or 120Hz refresh rates. This measurement refers to how many times the image resets per second. The more times it refreshes, the sharper the image stays, and the less motion blur you will experience.

A high refresh rate is excellent when watching sports, but be careful when watching movies at higher refresh rates. Films displayed that way can take on a look that does not mimic what you would see in the cinema.

You will likely keep the refresh rate set to 60Hz for most content, even on a higher-end TV.

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## Integrations

One of the most compelling features of a smart TV is its ability to integrate with other smart devices in your home and utilize voice commands. For example, Android TVs from Sony have Google Chromecast and Google Assistant built-in. So, if you have a smart home with many Google devices, an Android TV would allow you to control your devices via the TV.

If you have Amazon Alexa-enabled devices throughout your home, such as Echo Shows or Echo Dots, buying a smart TV that integrates Alexa makes sense.

Consider your home, your other devices, and preferences when deciding if you should buy a smart TV that integrates with a particular platform.

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