

Hardware Review:

Syntax Olevia LT32HV LCD TV

A Powerhouse Multimedia HDTV Ready Set at an Unbelievable Price

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Television Makeover

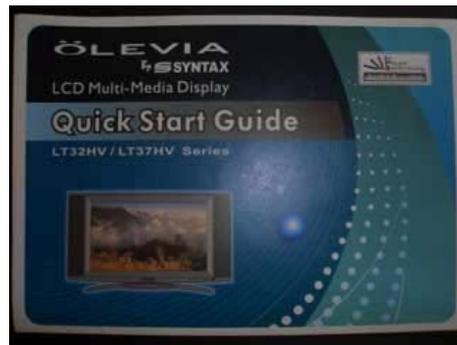
Face it, everybody at some point fantasizes about the thin lifestyle. Oh please, I'm not talking about you; I'm referring to your portly old "Boob Tube" taking up too much room in your bedroom. You my friend, are in need of a new partner—someone who is really thin and attractive to stare at for hours at a time. You know what I mean: you're looking for a set with a high contrast ratio, small pixel response time, and one which comes packaged in a stunning dark frame. Putting aside the cheesy innuendos, consumers today shopping for a flat panel HDTV are in for a complicated proposition amongst a dizzying montage of inaccurate facts, confusing specs, baffling terminology, and possibly untrustworthy salespeople. I'm not here to pontificate or imply I'm an HDTV guru—I am not. As a Consumer Technology Analyst however, in my opinion, the HDTV industry as a whole has made a dreadful attempt at educating potential consumers of the basic knowledge and expectations of DTV and HDTV (if you're like most, you are probably more confused than ever). Let's diminish the technical confusion and guide you to a stellar choice for your first foray into the world of HDTV. Bring on the 32" Olevia LT32HV LCD Ready HDTV!



Who is Syntax Olevia?

I performed a ton of research into the latest HDTV technology and visited all the big name electronic retailers for side by side comparisons (check the in-store TV settings as they are frequently maladjusted). One name remained on top of my list... Syntax Olevia. Who are these guys and why did I personally choose the Olevia's LT32HV for my home? The formal name of the company is Syntax Groups Corporation (www.syntaxgroups.com). They are a relatively new company founded in early 2003. Their new 100,000 Sq. Ft. headquarters is located right here in City of Industry (Southern

California). Syntax Groups has accomplished early success and accolades as a newcomer in the crowded HDTV segment. Since their first shipment in April 2004, they are now recognized as the fastest growing LCD brand in North America. In fact, IDC ranked Syntax No. 3 in United States market share in the fourth quarter of 2004. Besides making a technologically advanced 32" LCD HDTV at an outstanding price, there are two other reasons Syntax Olevia continues to grow past their competitors. First is the Syntax Olevia warranty. Second is the company's commitment from the top down to Customer Satisfaction. What has to be unprecedented in the industry is the Olevia warranty: Free one year on-site service plan on your brand new Olevia LT32HV! Talk about buying with confidence. Remember what I said about commitment to quality—it's not lip service at Syntax Olevia. Their product quality is so high...the company has a less than 0.1% return rate across their entire line of LCD TVs. The company slogan is: "At Syntax Groups, a satisfied customer is our most important focus."



Superior Technology and Features

When you first bring your Olevia LT32HV into your home, you will be in awe of its stylish beautiful sleek black cabinet. From the moment you plug the set in you'll notice fine details such as the illuminating blue Olevia lettering on the front of the set. The fit and finish is flawless. You will also notice on the box, website, and manual something called "Super-IPS Technology." Super In-Plane Switching is a technology for enhancing the viewing angle of the LCD panel of your LT32HV. In simple terms, a limitation of LCD displays is when viewed at an angle, the brightness, contrast, and color tend to distort and wash out. But thanks to Super-IPS Technology (an LG Philips LCD invention) watching your new TV at up to 176° viewing angle will bring you sharper images with maximum color saturation creating crisp wide viewing angles.

The technology does not stop there. The all important "Pixel Response Time" which is measured in milliseconds on the LT32HV is only 8ms (most LCD TVs are between 16 and 24ms). 8ms translates into an outstanding response time! This means you won't see the annoying ghosting or other visual artifacts when watching fast motion scenes such as explosions and sporting events. Other impressive LT32HV specs are as follows. 1200:1 Contrast Ratio, 800 Nits brightness, 16:9 widescreen cinema aspect ratio with automatic Progressive Scan, 3D Comb Filter, and built-in Surround Sound with a total 30 watts of solid sound—you're getting premium quality for your money. Yes, it even has dual tuners (not to be confused with an ATSC optional High Def Tuner) to support picture in picture with a dizzying array of options from Split Screen, POP3 (main screen with 3 smaller screens), and POP12 (main screen with 12 smaller screens). The Olevia LT32HV supports all the popular High Def modes including 480p, 720p, and 1080i with a native wide screen resolution of 1366 x 768 and even includes both VGA and DVI computer

interfaces for hooking up to your PC (1280 x 768 max resolution) for a true multimedia experience!

Syntax Olevia is always thinking ahead. Their own “iDEA technology” will soon be incorporated into future TVs (it’s in the 26” model now). iDEA, or Innovative Digitally Enhanced Architecture, brings a clever solution to DTV (Digital TV) display complexities commonly associated with color, contrast, sharpness, motion, noise and audio lip-sync. This proprietary video/audio processing system provides a suite of enhancements which improve video picture, audio lip syncing and a superior digital sound processor.

The Olevia LT32HV Experience

Of course all this sounds very enticing on paper—however what you really want to know is how well the set performs in real life. As a gamer I fired up “Halo 2” first with my expensive Monster Game Component Video cables. I adjusted my Xbox settings for HD and was just totally blown away! Halo 2 on the LT32HV looked breathtaking (I did tweak up the contrast a bit) and the speaker and sound quality were equally immersive... detailed and solid! In fact, when watching HD broadcasts or playing games, the vivid colors, brightness, and large cinema style screen give a real 3D feel to watching TV. I also appreciate Olevia’s easy to access generous Component (2 sets) and Video (2 sets) jacks angled in back with a utility back light which remains on for 60 seconds by pressing the Source and Vol+ buttons simultaneously (I like the headphone jack as well so as not to disturb other home occupants while gaming). The LT32HV’s User Interface is very straightforward and the OSD (On-Screen Display) is pretty much self-explanatory. Olevia includes an easy to follow Quick Start Guide if you need some hand holding. I found the included oversized 57 page manual (all in English) to be well written and detailed. Page 26 will give you hints to adjust your picture quality just the way you like it. I so enjoy reading manuals, the glossaries, and copyright date...sorry I get so carried away. If there is one area the LT32HV needs improvement it’s in the Remote Control. Of course you can always upgrade to one of those fancy Universals or inexpensive 3rd party remotes. The main problem is the remote control sensitivity. In my opinion the IR sensor on the set not only needs to be bigger, but moved to the center as well.

An Outstanding Value

Olevia has created a reputation for bringing true value for your hard earned money. Sure there are other inexpensive LCD HDTV’s out there, but compared to Syntax’s Olevia premium specifications, Grade-A LCD panels from LG, amazing feature set, and In-Home Warranty/Customer Support you will be hard pressed to find a better value for about \$1,500 (less online). By the way if you want to mount this gorgeous black thing of beauty to your wall, just use the optional VESA-200 standard mounting kit. Remember any TV selection is a very personal and subjective choice, and prices will no doubt continue to fall on HDTV’s. As of summer 2005 my money is on Syntax Olevia. One more thing about the so called Psychic’s predicting the future. When was the last time you read the headline “Psychic Wins The Lottery”—I rest my case! In California the Syntax Olevia LT32HV is available at CompUSA, Fry’s, and MicroCenter stores. You can also buy them online at Target.com, RadioShack, Tiger Direct, Amazon, PcMall, Buy.com, and PcConnection.com.

For more information about the LT32HV or any other TVs from Syntax Groups Corporation, visit their site at: www.syntaxgroups.com