

IMAGING SCIENCE FOUNDATION

When an ISF technician calibrates the device, LG displays will store all the settings and enable the ISF day and ISF night on screen modes. ISFccc is designed so that the homeowner can simply choose the ISF modes for the best picture quality, potentially eliminating many service calls by simply guiding a customer to the ISF mode. LG customers can legitimately claim that their TV is professionally set up and personalized for their unique system and home environment, day or night.

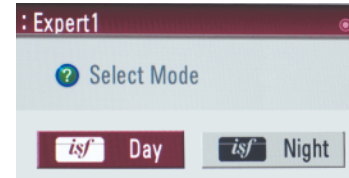
HOW CALIBRATION WORKS:

By using a pattern generator and a color temperature analyzer, you have the tools to properly calibrate the grayscale and to properly set your colors and color temperature. The cost for these tools can range from \$3000 to over \$10,000

When your calibrator is finished, he will give you a report on your TV's pre- and post-calibration characteristics. They will show the adjustments made for color temperature and for the grayscale. The main benefits of calibration are:

- Increased image clarity and sharpness
- Increased detail in the darkest and brightest part of the picture
- Deeper and darker blacks
- Better color purity and picture quality
- Reduction in energy consumption by up to 60% and less heat output

Anyone who owns any of LG's high quality displays deserves the best picture quality possible that's tailored to the specific light and color conditions of that room. With ISF calibration, LG can ensure each user is getting their very own calibrated picture to give them the most optimal picture for their new TV in any setting.



ISF User Interface Menu



Sencore Video Generator Calibration Tool



Minolta Chroma Meter Calibration Tool

