

Panasonic-approved Robinsons Electric is ready for digital switchover and HD

ADVERTISING FEATURE

ROBINSONS Electric of White Cross, Lancaster and Kirkland, Kendal is proud to announce their appointment as an independent Panasonic dealer.

Owner Phil Punt said: "This is fantastic news. Panasonic stands for quality, value and innovation, three things that mirror our own core company philosophy".

Over the many years that Robinsons Electric has been trading in the area they have built themselves up an excellent reputation. "This is, in part, down to the suppliers" said Mr Punt, "Having a great product but a lousy back up service is no good to us.

"They must be able to show that when things go wrong they will look after us, which in turn reflects on how we ensure our customers are happy. Panasonic are undoubtedly one of the best around and have already proved to us that their commitment to us as a dealer will ensure a smooth relationship in the future".

Range

With the advent in November of the TV digital switchover looming ever closer in the Lancaster region, Robinsons is gearing up for a busy period ahead.

Phil added: "Panasonic have a great range of televisions on offer as well as all the auxiliary equipment that some customers have forgotten about.

"For example, analogue video recorders will no longer work so they need to be changed as well as all those 'portable' televisions in bedrooms and



Phil Punt with a Panasonic Viera LCD TV.

kitchens". Panasonic also offer a unique product. Televisions with built in Freesat as well as digital Freeview.

Phil continued: "With digital Freeview you receive all the signals via a digital terrestrial rooftop aerial, but in some cases this is not possible due to

buildings, trees and hills being in the way so the answer is to use a satellite dish and receive the signals that way. Unlike Sky TV it's free, hence the word Freesat.

"Not only that, but at the moment you can't receive high definition signals

from a terrestrial aerial, only via a satellite dish. So instead of having a separate high definition satellite receiver it's built into the television making life a little easier for the user."

Of course Panasonic televisions also include a digital Freeview receiver so

you do have the best of both worlds."

The range of Panasonic products is vast and their very latest innovation to hit the showrooms is the Blu Ray High Definition recorder.

Previously only available to the computer market, Blu Ray recorders can record from any high definition source such as an HD satellite receiver or HD camcorder and record in high definition using a Blu Ray DVD disc.

Quality

The playback quality of these discs is mind blowing when viewed on a High Definition LCD or Plasma television.

Phil continued: "We've come an awful long way in such a short period of time.

"If it was not for the commitment by the broadcasters and manufacturers of receiving equipment such as Panasonic we would still be watching poor quality pictures on boxes that take up the room of an elephant house.

"To be able to watch Wimbledon, for example, in high definition is wonderful, the fact that you can actually choose the match you want to watch instead of that being shown is brilliant!"

Naturally, Panasonic also produce a range of home cinema systems to enhance the viewing experience so you feel that you are part of the action.

■ So if you don't want to be disappointed for Christmas and want the best in audio and visual products then go and see Panasonic at Robinsons at White Cross, Lancaster or visit them at Kirkland, Kendal where you are assured of a first class service and independent advice on what you need to get yourself ready for the digital switchover.