

## HIGH-DEFINITION IN-STORE DISPLAYS

> Picture this: A bride-to-be walks in for her appointment, checks in and patiently waits in your consultation area. Rather than leafing through binders full of dated photos, her eyes sparkle as she gazes at amazing, high-quality images of floral artistry from your most recent wedding on a beautiful HDTV that fills the wall. You walk in with your tablet and ask for her Pinterest page. In an instant, what you see on your screen is magically displayed on the HDTV. Her dream wedding is now in 1920x1080 high definition.

Does this sound like a bit of science fiction — or the stuff of a super high-end shop? With a little know-how, and \$99, you can plug Apple TV into your HDTV and show off photos, videos and more, projecting them directly from your computer through the device. This month we talk about how to set up this resource for your shop. (Why Apple TV? It's the only device I know of that can display a slideshow from iPhoto or libraries from multiple devices, as well as videos and photos stored on Macs and PCs, and mirror your Mac or PC desktop screen to an HDTV.)

### Start with great photos

The native resolution for most HDTVs is 1920x1080, so be sure the photos you show match or exceed this resolution.



It's easy to check the resolution of your current crop of photos on a computer: On a Mac, click the file and select "Get Info." On a PC, choose "Properties" then "Details." Resolution may be called "dimensions" or labeled as "pixels"; either way, focus on those numbers — the higher, the better. If your current photos don't match the resolution, you can use them, but they may appear pixelated or blocky on screen.

Although most small point-and-shoot digital cameras easily capture photos at or higher than this resolution, we still recommend going with a DSLR such as Canon's T5i or Nikon's D5200 because quality cameras capture color more accurately. For tips on taking better photos, visit [safnow.org/moreonline](http://safnow.org/moreonline).

### Select an HDTV

While most HDTV units feature resolutions of 1920x1080p, you will face a choice of resolutions when shopping for an HDTV today. If photo image quality is important to you, steer clear of HDTVs offering 720p resolutions. Although the price may be attractive, it's still half the pixels of most HDTVs.

As you can imagine, prices for 1920x1080 HDTVs greatly vary depending on brand, screen size and features such as Internet connectivity or "smart" capabilities to run apps. As a baseline, you probably could pick up a 55-inch HDTV from a reputable brand such as Samsung, LG, Panasonic, Phillips or Vizio for about \$800. A website we recommend to scan HDTV deals is: <http://dealnews.com/c159/Electronics/TVs/>.

The latest, most advanced sets are the "4k Ultra" HDTVs. The resolution for these new HDTVs is double the current HDTVs (3840x2160). Double the resolution will equal roughly double the price. You'll have to decide if you see enough of a difference visually to justify the higher price.

### Brush up on Apple

Because the connective device is Apple TV (emphasis on the Apple name), comparison-shopping may only save you a couple bucks off the \$99 sticker price at



BestBuy or Walmart. When you do make your purchase, be sure to buy from a well-known retailer; people may be selling older models on sites such as eBay. You want the most recent version of Apple TV since you want to leverage the latest features and updates, which would be most compatible with computers and gadgets (including those your customers bring in) that serve as media sources.

Speaking of which, because Apple TV is an Apple product, it's natively compatible with other Apple products. Any iOS 7 device (iPhone 4 or newer or iPads released in the last two years, and any Apple Mac or MacBook) streams content to the Apple TV using built-in software called Airplay. Also, bundled Mac applications such as iPhoto or iMovie and associated media libraries will be automatically recognized by the Apple TV, which can then stream the media from those libraries. (For setup help, check out [apple.com/appletv/airplay](http://apple.com/appletv/airplay).)

Folks with PCs aren't totally shut out of using Apple TV. Pay just \$9.99 to software developer Squirrels for their product called AirParrot at [www.airsquirrels.com/airparrot](http://www.airsquirrels.com/airparrot), which allows PCs to stream via Airplay to Apple TV. If you want to stream photos from Android devices to Apple TV, check out DoubleTwist's AirSync at [www.doubletwist.com/airsync](http://www.doubletwist.com/airsync) for \$4.99 through the Google Play store. 🐿️

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**BETTER THAN A BINDER** Karín's Florist in Vienna, Va., uses HDTV to show off its event work to prospective brides.