



Press Release

J.D. Power and Associates Reports: 3D Capability Does Not Increase Consideration When Purchasing a High Definition Television

Vizio Ranks Highest in Buyer Satisfaction with High Definition Televisions

WESTLAKE VILLAGE, Calif.: 22 August 2012 — Only 11 percent of customers who purchase a high definition television do so because of its 3D capabilities, according to the J.D. Power and Associates 2012 High Definition Television (HDTV) ReportSM released today.

The report examines satisfaction with HDTVs among customers who purchased one in the past 12 months. The report measures HDTV satisfaction across six factors (listed in order of importance): performance and reliability; ease of operating; competitiveness of the price paid; styling and appearance; variety of features; and warranty.

The report finds that 75 percent of customers indicate price was a reason they purchased their HDTV, followed by brand reputation (60%); positive reviews (37%); past experience with the brand (36%); quality of construction (33%); availability (31%); styling of the TV (29%); ease of use (21%); and 3D capability (11%).

“While still finding its niche, 3D HDTV capability is not a leading force in purchasing a television,” said Sara Wong Hilton, a director at J.D. Power and Associates. “One reason is that 3D HDTVs are typically more expensive than non-3D-capable HDTVs. Additionally, in order to view 3D media, special media players, and 3D glasses in some cases, are required. The extra cost could play a role in dissuading customers from adopting the technology at this point.”

Among survey respondents in this particular study, more customers purchased an LCD HDTV (41%), compared with an LED (33%) or plasma (19%) HDTV, and half (50%) purchased a 41- to 50-inch television, more than any other size available.

Vizio ranks highest in customer satisfaction with a score of 887 (on a 1,000-point scale), followed by Sharp (878) and LG Electronics (875). Vizio ranks highest in five of six categories: performance and reliability; ease of operating; competitiveness of the price paid; styling and appearance; and warranty. Sharp ranks highest in the variety of features factor.

J.D. Power and Associates offers the following tips to consumers shopping for an HDTV:

- **Remember the accessories.** Be sure to include in your TV budget accessories such as HDMI and component cables, mounting hardware, adapters, universal remote control, and a TV stand or cabinet. These items often can add hundreds of dollars to the bottom line, and in some cases all together may match the price of the TV itself.
- **Take careful measurements.** TVs are available in almost any size, from a screen that fits in the smallest corner of your house to one that covers a large wall. Before you buy, think about and measure where you will display the TV and the screen size you will need based on the average viewing distance in the room.

- **Consider colors and resolution.** Different people prefer varying levels of brightness, contrast and resolution of the TV screen. Some HDTVs produce unnaturally bright colors, and some viewers may not prefer them. One test of a TV's picture or color quality is its "black-level performance," as measured by the contrast ratio (the higher the number, the better). Generally, those that show the blackest blacks are best.
- **Consider glossy versus matte screen finishes.** If you are using the television in a room that often has excessive ambient light, then a matte screen may be a better choice, as it tends to reduce reflections in the viewing area that can be distracting. Yet, many matte screens can also mute colors to some degree, when compared to glossy screens. Glossy screens are best used in darker rooms where ambient light can be controlled, as they tend to produce more vivid colors.
- **Don't pay for unnecessary features.** Don't pay extra for "bells and whistles" that you think you may never use. If you're satisfied with a basic TV, spend your money on size and picture quality, rather than extra features. Even plain TVs sometimes have great features.

The 2012 HDTV Satisfaction Report is based on responses of more than 1,000 customers who purchased an HDTV in the past 12 months. Invitations to participate in the online survey were sent via e-mail to online panelists in August 2012. J.D. Power and Associates received completed questionnaires through August 7, 2012.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company providing performance improvement, social media and customer satisfaction insights and solutions. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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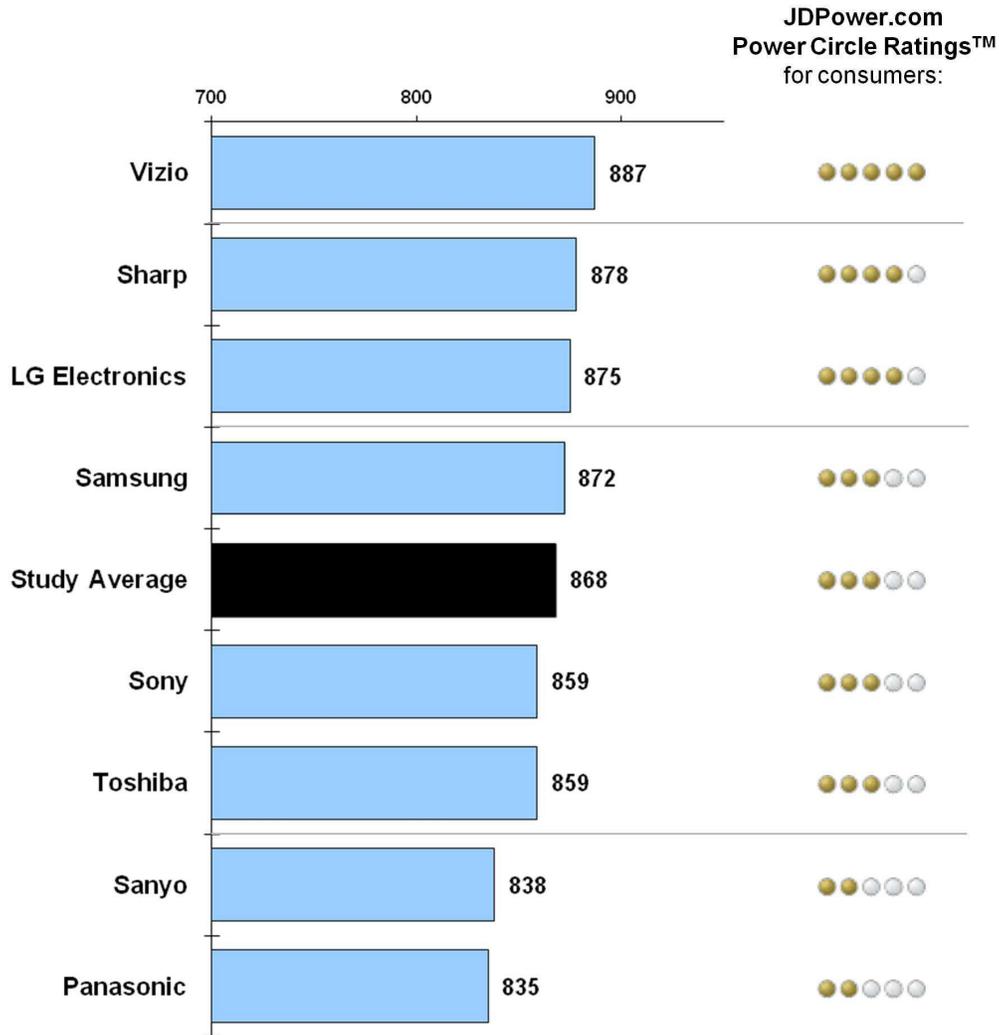
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NOTE: One chart follows.

J.D. Power and Associates 2012 High Definition Television Satisfaction ReportSM

Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



Power Circle Ratings Legend

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2012 High Definition Television Satisfaction ReportSM

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