

# How To Sell Your Spouse On HDTV

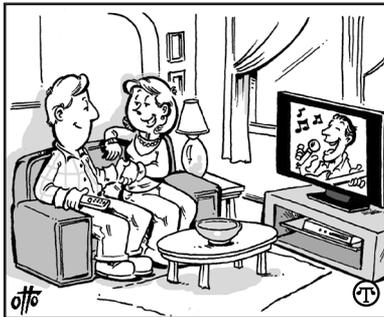
(NAPSA)—Plasma TVs are a hot commodity, ranking among the top five items on U.S. adults' "wish lists" according to the Consumer Electronics Association. With their crisp, clear images and bright, vibrant colors packaged in a sleek design that appeals to both men and women, it might seem like everyone wants a plasma TV. So what do you do if you're longing for a new flat screen plasma TV and your significant other isn't convinced?

Here are some tips from the TV experts at Pioneer Electronics (USA) Inc. on how to sell your significant other on a high-definition plasma television.

## Persuading Him

Think it's the man in the family who always wants the latest new gadgets? According to Franklin Karp, CEO of Harvey Electronics, "At least 50 percent of my customers are women dragging their husbands in to look at the new flat-panel high-definition televisions."

**Reassure him that he'll be able to keep his favorite chair**—Men may fear that along with the old black box TV, you'll get rid of their favorite recliner and the neon beer signs hanging on the wall. In reality, a new plasma TV provides a great opportunity to upgrade the family room into the ultimate home theater. Compromise by moving his favorite chair into another room of the house; and then start to work the neon out while working your



new plasma in.

**Let's make a deal**—The cost of a high-quality plasma TV can seem daunting at first. However, consider you are making a 20-year investment that will contribute to your daily entertainment at home. Offer to cut back on shopping or those daily espressos in order to save money. Small sacrifices will assure him that you're willing to meet him halfway on this expenditure.

**Become the envy of the neighborhood**—It may be hard to believe that any man would NOT want a plasma television, but his biggest fear may be relinquishing control of the remote or losing domination in the living room. You can convince him that while some concessions may be necessary, he will be the neighbor with the best spot on the block for the big game.

## Persuading Her

**It's tasteful, elegant and stylish**—Along with offering a bright, sharp and accurate picture, the draw of a plasma TV is

their aesthetically appealing design. Appeal to her fashion sense by showcasing a plasma's form, function and fashion. Pioneer has engineered its PureVision plasmas for maximum screen size with the smallest bezel to frame the screen. That means the picture on screen will really pop, but when it's turned off, the TV will fade into the background. Hint at the opportunity a plasma TV offers to redecorate.

## The multitasking woman—

While you might sit on the couch intent on a sporting event, she probably wanders around the room with the TV on in the background. She might be working on a business proposal, helping the kids with a school project or catching up with friends via e-mail. Make sure she realizes that plasmas have the widest viewing angles of any television type. She can be virtually anywhere in the room and still enjoy the picture.

**Make your house the neighborhood hot spot**—A plasma television allows her to host the neighbors, meet the kids' friends and turn her home into the social hot spot for movies and sporting events. Paint a picture in her mind of how a plasma television could become the focal point of family entertaining.

To learn more about HDTV and how to choose the flat-panel plasma television that's right for you and your significant other, visit [www.pioneerelectronics.com](http://www.pioneerelectronics.com).