



# Fall 2010 Newsletter



## ■ MOON over Ohio

We are pleased to announce that we are the new MOON Audio dealer for Columbus. MOON Audio of Canada has a tremendous line-up of world caliber products at attainable pricing. Own the high end, without jumping in the deep end. Highly recommended.



## ■ RUNCO Q-750i - the infinite light source

The new Runco LED Q-750i projector is an incredible leap forward. New LED light engine technology delivers a light source that generates close to a perfect white light and the largest color gamut on the market. The Q-750i sets a new level of performance. Come and see the future of projectors, today.



## ■ MITSUBISHI UNIDEN Series

The new flat panels from Mitsubishi are exceptional, using the latest in Edge Lit LED technology, and feature 240Hz processing and the Advanced Setup Control menu (ASC) enabling a truly accurate NTSC setup. The sum total is a picture that has few peers in flat panel performance.



Projectors can transform your home theater. **Instantly.** Projectors from Sony, Anthem and Runco offer improved clarity, bright output, and of course, high definition performance. **LIMITED TIME ONLY**

## ■ PROJECTOR TRADE-IN

We have a tremendous offer for your old and tired projector. We are now offering aggressive trade-in credit toward a new projector from Runco, Sony, Anthem or Projection Design. Get ready for a new level of performance.



## ■ SPECIALS, TRADE-INS AND LONERS

We have some ridiculous deals on model close-outs, trade-ins and solo pieces that need a new home. You won't believe some of these deals.

Stop in and say "Hi"... you're always welcome here!

Art DeLorenzo  
Genesis Audio Ltd.





■ For nearly 30 years, Canadian based Simaudio Ltd. has been in the business of designing and building high quality electronics for home entertainment. The breadth and depth of their product line is incredible: 16 power amplifiers, 3 preamplifiers, 5 integrated amplifiers and 5 cd players.

In short... they have a long list of products and a short list of attributes: **terrific build quality, simple circuit design and exceptional performance.**



M O O N



Made in Canada by Simaudio Ltd  
Fabriqué au Canada par Simaudio Ltée



RISQUE DE CHOC

C  
RISK C  
D

CD

DVD

TUNER

VIDEO

AUX

PRE OUT

SimLink  
IN OUT

Cambridge Audio

SONY

BRISTON

ANTHEM

SpeakerCraft

DENON

REI

CRESTRON

Paradigm

Stewart

PMC

NORDOST

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1385 E. Johnstown Road, Gahanna, OH 43230

www.genesisaudio.com

614-939-0802

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MOON is recognized around the globe as a world-class manufacturer of high quality audio and video components.

■ *We are displaying select components from their line-up that we believe capture what MOON is all about: well-crafted products using innovative engineering techniques to achieve high performance at a sensible price.*



Cambridge Audio

SONY

BAVSTON

ANTHEM

SpeakerCraft

DENON

REI

CRESTRON

Paradigm

Stewart

PMC

NÖRDOST

REVEL

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■ Overall, what gets us fired up about MOON is the incredible performance for the dollar, especially their 2-channel integrated amplifiers coupled with their CD player. Build quality is excellent and the sound for the dollar is outstanding!

**MOON amplifiers include a ten-year warranty.** The combination of the i3.3 and CD3.3 provides an incredibly high degree of detail, musicality and power that makes you want to sit down for a minute and "just listen!"

### ***Moon Integrated Amplifier - i3.3***



### ***Moon CD Player - CD3.3***



■ The newest addition to the MOON family is the 400M Differential Mono Power Amplifier. Capable of effortlessly producing **400 watts** into 8 ohms and 650 Watts into 4 ohms, the 400M uses the highly acclaimed Advanced Renaissance amplifier circuit – a zero global feedback, DC-coupled design. The result is an amplifier that produces tight, deep and powerful bass with lightning fast speed: true high-performance in a low profile package.



***Moon 400 M amplifier:  
400 watt monoblock***

**400  
watts  
each!**

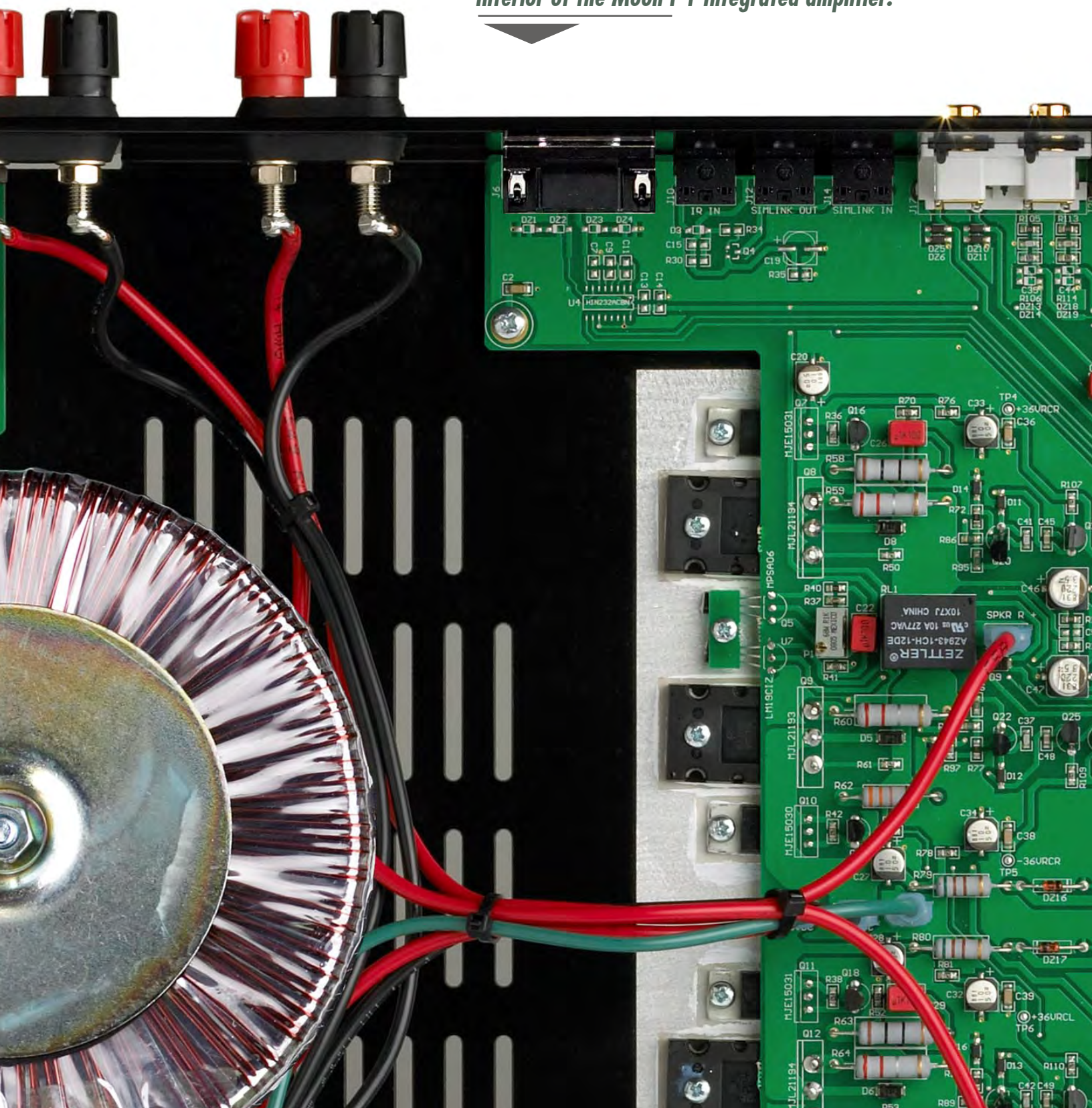




M O O N

Pop the hood and what do you see... massive toroidal amplifier, all discrete outputs, high quality PCB, hand soldered terminals... what you would expect in an amp that costs twice as much!

### *Interior of the Moon I-1 Integrated amplifier:*



Cambridge Audio

SONY

BAVSTON

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MOON has earned top awards  
from around the globe:

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Integrated Amplifier of the Year: i3.3

Product of the Year: W-7M

Editor's Choice: P-8

Best Buy: CD.5

Amplifier of the Year -  
under \$3,000: i-1

Recommended Components: W-7







Moon has earned top reviews  
from around the globe

M O O N

AUSTRALIA

BRAZIL

FRANCE

UNITED STATES

GERMANY

SPAIN

ITALY

JAPAN

MEXICO

ARGENTINA

PORTUGAL

TAIWAN

UNITED KINGDOM

NEW ZEALAND

RUSSIA



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New projectors can transform your home theater. **Instantly.**  
 New designs from Sony, Anthem and Runco offer improved clarity,  
 tremendous light output, and of course, high definition performance.

- LIMITED TIME ONLY -

Genesis has created an exciting trade-in plan for your projector.

**GIVE US YOUR**  
**tired...**  
**faded...**  
**contrast impaired...**  
**color skewed...**  
**non-HDTV ready...**  
**PROJECTOR**  
**AND SAVE!**

Sony VPL-VW15 .....	\$ 2,995
<b>free Blu-Ray BDPS-570</b>	
Runco LiteStyle LS-3 .....	\$ 4,995
<b>trade-in . . . . \$ 500</b>	
Anthem LTX-300V .....	\$ 5,799
<b>trade-in . . . . \$ 580</b>	
Runco LiteStyle LS-5 .....	\$ 6,995
<b>trade-in . . . . \$ 700</b>	
Anthem LTX-500V .....	\$ 8,499
<b>trade-in . . . . \$ 850</b>	
Runco Quantum Color Q-750i .....	\$14,995
<b>trade-in . . . . \$ 2,000</b>	



# PROJECTOR bios

The Sony VPL VW-15 offers terrific performance at an entry level price. Don't let the price fool you. We believe at this price point, there is no competition. Reviewers around the globe have agreed; the little Sony throws a big, big picture.

The Anthem LTX series is a favorite in our store, and it's easy to see why. Both projectors offer DILA technology that improves on clarity, color fidelity and light output. Anthem is synonymous with the highest quality in audio and video processing and their projectors continue this tradition. They offer two models: both are excellent performers.

The Runco LiteStyle series is our moderately priced, high performance DLP projector. The LiteStyle has a picture quality that will surpass LCD, especially in light output of a similarly priced projector. The LiteStyle projectors perform exceptionally well in rooms with higher ambient light.

The Runco Q-750i is a new bar of reference. It is the first projector to utilize an LED technology as the light source. The pure LED light source delivers superb color accuracy and lowers energy consumption by 70%. The projector features a life expectancy of 80,000 hours. Couple exceptional performance with lower operation cost and you have an incredible projector.

Buying projectors inevitably comes down to your application, budget and expectations. Come on in and talk to one of our experts so we can show you the differences and suggest what would be the appropriate technology and projector for your home theater.



SONY VPL VW-15



ANTHEM LTX-300 V  
ANTHEM LTX-500 V



RUNCO LiteStyle LS-3  
RUNCO LiteStyle LS-5



RUNCO Q-750i



# LED LIGHT ENGINE

Runco's new QuantumColor Q-750i features an LED, an infinite light source that creates an energy-efficient projector with the widest color spectrum or gamut ever available in home theater projection. Simply creating a projector platform with more resolution isn't the single path to the best picture. **The best picture is also about color accuracy.**



*What sets the Q-750i apart is a savvy decision of combining extensive control and the largest color gamut with LED lampless technology.*



# Q-750i



## ***Run The Gamut***

The Q-750i sets new standards in projection with Runco's game-changing InfiniLight™ LED lampless technology. It has the widest color gamut on the market today. Gamut is the total possible colors. In the photo to the left, the picture quality is poor, because the color range is limited. There simply isn't enough color range to accurately reproduce the image. The smaller the color gamut, the smaller the color range resulting in lower accuracy and poor performance.

## ***Run The Full Color Gamut***

Color saturation affects the perception of brightness. When you have highly saturated colors, they are perceived as being a brighter color. However, you must have a projector with a color range to accommodate saturated colors. The extremely wide color gamut range of the Q-750i allows you to achieve both highly saturated colors and still maintain high color accuracy.



Pixel count is to picture resolution  
- what potential individual colors is to color gamut.

## ***Q-750i Summary***

1. This LED projector produces one of the most natural light sources ever available on a projector. Light output in its real world environment is more than adequate, and the contrast ratio is outstanding.
2. The color gamut is the largest on the market today. The resulting picture yields the most detailed, rich and vibrant color available. The fact that it uses less electricity and needs no bulb replacement is just icing on the cake.

You've got to see **the Runco Q-750i - by all measures, it is a fantastically good projector.**

Cambridge Audio

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MITSUBISHI ELECTRIC

**unisen**  
IMMERSIVE SOUND TELEVISION

The new Mitsubishi UNISEN Edge-lit LCD flat panel is the new kid on the block, and we have to say...

*"A picture that ranks among the very best."*

Stop in and see just how far flat panel technology has advanced - this is an amazing set.



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# Special pricing on Fall Clearance Demo's and trade-ins

## Qualia 004 Projector - Used

Finish: Dark Blue / Excellent condition  
Babied, only played cartoons on Saturday  
New \$30,000 / Used \$4,888



## Anthem AVM-20 - Black Preamplifier/Processor - Used

Finish: Black / Mint condition  
Never rained on, never laid down  
New \$2,995 / Used \$998



## Lexicon MC-12 V4.0 Preamplifier/Processor - Used

Finish: Silver / Mint condition  
One owner, meticulous, all records  
all accessories / boxes / remote  
New \$11,995 / Used \$2,498



## Levinson ML-383 Integrated Amplifier - Used

Finish: Black & Silver  
Excellent condition  
If your friends find a flaw, find new friends  
New \$8,995 / Used \$2,998







# Special pricing on Fall Clearance Demo's and trade-ins

**Anthem AVM-30**

Preamplifier/Processor

Finish: Silver - Used

Dead mint, primo, clean condition

New \$2,995 / Used \$1,298



**Rotel RDV-1045**

DVD player - Finish: Black & Silver

DEMO - FULL warranty

Excellent condition

Waxed every Sunday by owner

New \$800 / Used \$298



**Rotel RSP-1068**

Preamplifier/Processor:

Finish: Black and Silver

DEMO - FULL warranty. Mint condition

One owner, neat freak, all accessories

New \$1,995 / Used \$ 698



**Lexicon MV-5**

Preamplifier/Processor

Finish: Silver

Status: DEMO - FULL Warranty

Mint condition - pampered.

New \$2,995 / Used \$1,298

