

ENCINITAS TV

Company Overview



WHO Rich Sylvester, president
encinitastv@sbcglobal.net

WHAT In existence for over 50 years, Encinitas TV is a mainstay in downtown Encinitas on the Historic Hwy 101.

ETV showcases top name televisions, audio systems, custom lighting, and other home theater furnishings in 6 new lifestyle rooms.

Recently renovated into a lifestyle store, customers enter a “home” shopping experience, equipped with the latest technologies in home theatre and a virtual home setting incorporating outfitted rooms – it’s like entering the Sylvester’s own home – customers are greeted with warm, neighborhood store feel and can check out the latest television equipment for every room in their home – game room, kitchen, outdoor patio, bedroom and media center.

Locals enjoy supporting a neighborhood store that provides competitive pricing to the big box, installation of products and home entertainment systems as well as servicing and repair.

WHERE 1140 South Coast Highway 101
Encinitas, California 92024

Distinctive stucco building adorned with burgundy awnings on the West side of the 101, near Swami’s Mediation Center and across from Hanson’s Boardroom.

HOW: Visit the store or check it out online at www.encinitastv.com

- (760) 753-1626
- info@encinitastv.com

COMMUNITY

Rich & his wife Sharon are considered friends and neighbors in the community for over 25 years and have been known to be found around town coaching youth sports teams, enjoying local restaurants, hosting open house events such as “Come Home to Monday Night Football” at Encinitas TV.

They are members of the Encinitas Chamber of Commerce, San Diego Better Business Bureau, and North Coast Business Group, Downtown Encinitas Merchants Association (DEMA)



VOL ● ●

CH ● ●

POWER ●

WHAT'S SET THEM APART?

- Local business has evolved since its opening in 1955 with technology, consumer behavior but has not left its roots as a neighborhood retail store.
- Lifestyle showroom provides highly visual, hands-on experience of audio-visual possibilities in home entertainment.
- Business is part of Home Entertainment Source, providing affordability to customers. They can compete with "big-box" pricing.
- **Offering of Products and services include:**
 - **Video** - TVs of every range, size and shape - Plasma wide-screen displays, HDTV, LCD flat-panel displays, front projectors and rear-projection big screen TVs
 - **Audio** - Surround sound systems, speakers (from mid-range to audiophile quality), bookshelf speakers, wall-mounted and outdoor speakers, sub woofers, receivers and amplifiers.
 - **Home Theatre** - Off-the-shelf surround-sound components and custom home-theater systems. ETV's expert staff will recommend components - not necessarily all from same brand - to fit your goals and budget. Once the final selection is made, ETV delivers and sets up your system. They also offer custom design and installation of multi-room systems or theater rooms with hidden subwoofers, custom seating, halogen cable-lighting and remote lighting effects.
 - **Accessories** - "Do-it-yourselfers" and hobbyists can pick up the necessary cables, adaptors, headphones, remote controls, TV cabinets, A/V furniture, custom wood mantels, and more to complete their at-home projects.

STORY IDEAS

Home Entertainment & Interior Design

- Sneak peak into the homes of local celebrities incorporating home theatres and entertainment in their décor.
- Interior design ideas for indoor/outdoor and game rooms

Evolution of TVs – Decade by Decade

- Latest television technologies – how that magic box entertains us through generations; Statistics, trends and technology experts available.

Man's Best Friend

- Step aside Fido, that 70 inch HDTV has taken precedence

Head under the palapa this Super Bowl

- How to Host the Best Super Bowl Party Outdoors
- With San Diego's sunny weather, shift the party outdoors with the latest entertainment encasings.

PHONE RICH

He can comment on industry trends, products such as:

- Latest TV technologies
- Speaker Systems
- Outdoor Theatre
- Home Stereo & Integration with Security, TV



VOL ● ●

CH ● ●

POWER ●