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# Kogan 1080P40

Can the bargain-basement Kogan take on the bigger brands?

Kogan  
www.kogan.com.au  
\$699

Decent picture; swivel stand;  
Full HD.

Poor media player; screen  
reflections; no digital audio out.

- It would be easy to compare the Kogan 1080P40 to higher spec models but ultimately this is a budget-orientated TV. Despite the 40in full HD Samsung panel the Kogan will only set you back \$699, sending our bang-for-buck meter off the scale.

The inbuilt HD TV tuner provides a crisp image and the 120Hz screen handles high-speed scenes without noticeable stuttering or blur. It also has a 6ms response time, making it fast enough for PC or console gaming. The Kogan has plenty of input methods, with dual HDMI, component, composite, VGA, RF and USB.

It also has its flaws. The glossy screen helps keep colours vibrant over a wide viewing angle but also tends to reflect a lot of light. The 1080P40 performs best in a dark room, with the high brightness reduced to avoid washing out details in the blacks. Sound is acceptable, with mild bass and a slightly muddy feel in loud scenes. No digital optical out means you have to feed analogue audio to

your surround sound system when watching TV. The whole shebang sits on a sturdy swivelling base, though the 10.6cm-thick Kogan can also be wall-mounted.

It includes a USB media player that can handle photos, music and video. Unfortunately, performance is spotty, with large file structures slow to load, frequent stuttering during playback and none of our HD formats would play. The remote is functional, with a simple, easy-to-use layout and sturdy build quality.

The 40in Kogan is a bit of a power hog compared to its LED backlit brethren, consuming 210W under load and 3W on standby. It does have a hard on/off switch, letting you reduce the consumption to zero without unplugging.

Overall it is a budget conscious TV that, with minor tweaking, can perform like a more expensive one.

**Lindsay Handmer**

This Kogan model offers great bang-for-buck.

