

Three contenders ... \$1000 televisions

WOULD you buy a television on the internet? There is much to recommend it but there's just as much stacking up against the idea. Lately the folk at Kogan have been telling us we don't pay enough attention to direct sellers like them so we invited them to send a telly around.

On the plus side, it was certainly priced well. Kogan likes to tell people that its televisions are a bargain because there are no middle men with warehouses, expensive shops and salespeople all taking a cut. There's also the attraction of the television being delivered to your front door.

This is where the debate finishes for plenty of Australians – most of us put price ahead of everything else. Offer us a bargain and you've got us hooked.

The problem is that you can't stand in front of the television and compare it to its competitors before buying. You can't see how it handles rapid motion, how bright the image is, how the colour balances. You can't hear the speakers or play with the remote, or see how the 3D glasses fit over your existing specs. You're taking a great deal on trust.

Kogan offers a seven-day refund for unsatisfied customers (you'll be up for the return courier fee – and don't throw away the packaging) but I guess most people are going to be happy because the screen looks great against the old-tech number it's replacing and they haven't spent a lot of time in the stores studying what's available and how it performs. And at the end of the day they'll likely be happy with the price.

But don't forget to add the delivery charge. And the fact that the 3D screen comes with only a single pair of glasses – additional pairs cost \$49 each. And the warranty is only a year, the same as the Samsung also reviewed here. The LG gets two.

We pitted the Kogan against models priced in the same territory from these two big-hitter brands but it's notable that in our travels around the shop floors we saw a few televisions that were bigger and better-featured than this one. None of them was wearing a brand that was a household name but some have been around longer than Kogan. Rod Easdown



LG
42LV3730 106cm
\$1099 (seen for \$1041)



A nicely slim LED television that comes with internet connectivity, meaning movie downloads, social networking, catch-up television stations, apps, video and web browsing. Mind you, a wi-fi adaptor costs an extra \$39. Full HD gives sharp definition and beautiful colour balance and while this is only a 50Hz screen, the fast response time of three milliseconds means it handles fast motion well. There's a 24 frames-per-second mode for cinema purists (you'll need an HDMI connection) and good speaker power with a clear-voice mode. There's a headphone outlet and a USB. It gets a six-star energy rating. The dimensions are 988mm wide x 615mm high x 256mm deep with stand (screen depth is 31mm) and it weighs 15.5 kilograms.
lg.com/au

Kogan
463D1AA 117cm
\$949 (plus \$50-\$90 delivery)



Apart from having the biggest screen here, the major selling points for this television are that it's all set up for 3D (although only one pair of 3D glasses is included) and there's video recording to a USB stick or powered USB drive, allowing you to record, pause and rewind broadcast television. You can also watch programming on the USB and you get access to an electronic program guide. Picture quality is good but down on the other two and the sound can get a bit thin. It's a 100Hz screen with a response time of six milliseconds, so it handles rapid motion well. There's a headphone outlet. The energy rating is 5½ stars. The dimensions are 1112mm wide x 756mm high x 275mm deep with stand (screen depth is 42mm) and it weighs 20.7 kilograms.
kogan.com.au

Samsung
UA40D6000 102cm
\$1599 (seen for \$996)



A smart-looking, DLNA-enabled LED with 3D capability and internet connectivity (with a wireless LAN adaptor). And it's 100Hz. Again, a glorious picture. We liked the 3D-image enhancement that brightens the image to counter the dimness imposed by 3D glasses and the feature that notes the movies you've watched and suggests further titles based on those choices. You can access data on a USB drive and there's an automatic brightness sensor adjusting the picture to ambient light. It has reasonably good speakers with an automatic volume leveller. There's a headphone plug. The energy rating is six stars. The dimensions are 956mm wide x 638mm high x 255mm deep with stand (screen depth is 30mm) and it weighs 14.2 kilograms.
samsung.com/au