

WHAT THE CRITICS ARE SAYING

DISNEY WOW: WORLD OF WONDER

CE Pro Magazine

Editor's Picks: Top Products for 2010.

Disney WOW Calibration Disc

It's usually money in the bank when Disney does something, and that's exactly the case with the WOW calibration disc. Disney released this calibration disc to help installers and consumers calibrate their TVs for video industry specifications. The Blu-ray disc comes with tests that Disney developed to calibrate contrast and black levels, color and saturation (hue), sharpness and aspect ratio, all of this in levels ranging from beginner to advanced. The package comes with a manual to help guide users through the pattern, and it offers a bundle of Disney movie clips that can be played individually or looped.

Full Review at:

<http://www.cepro.com/slideshow/image/7448/>

Digital Trends

Disney WOW - World of Wonder

"Must Have Blu-ray Discs"

"To be considered for the list, each of these movies has the highest level of digital conversion possible, so from a technical standpoint, each movie is among the best Blu-ray releases on the market. Many Blu-ray movies feature an equally stellar picture, but these are our 10 that every collector should have."

Full Review at:

<http://www.digitaltrends.com/home-theater/best-blu-ray-movies/2/>

Cnet.com

Disney's WOW is a fantastic disc that should be the go-to choice for all beginners looking to learn about their TV, and how to set it up.

Full Review at:

http://news.cnet.com/reviewed-blu-ray-setup-discs-for-your-hdtv/8301-17938_105-20060847-1.html?tag=mncol;title

Consumer Reviews:

[Amazon - Consumer Reviews](#)

Forum Reviews:

[AVS Forum](#)

The Perfect Vision

The Coolest Video Set-Up/Calibration Discs Ever?

"Introduced at the CEDIA show in September, the WOW discs are by far the most extensively comprehensive calibration discs yet offered, in terms of their ability to effectively coach consumers through the process of understanding various video and audio adjustments, as well as providing a wealth of pristine source material that could only come from a media giant such as Disney."

"Contrast that with the numerous HD clips on the Blu-ray WOW disc, especially those on the Visions: Inspired By Nature companion disc, and it's clear that the Disney effort is by far the most comprehensive calibration disc effort to date."

Full Review at:

<http://www.avguide.com/blog/disney-world-wonder-blu-ray-dvd-video-calibration-discs>

Sound And Vision Magazine

<http://www.soundandvisionmag.com>

"Far be it from me to tell you what your priorities should be, but to me, spending three bills to have a \$900 TV calibrated seems as silly as installing a \$10,000 Viking range in a \$30,000 mobile home."

"... *WOW* is, not surprisingly, the disc most intended for consumers; it's packed with clear, useful tutorials and includes a helpful printed manual."

Full Review At:

<http://www.soundandvisionmag.com/features/2010/11/how-calibrate-your-hdtv>

HD Guru

<http://hdguru.com>

"I begrudgingly admit this disc is fantastic."

"To get your TV setup correctly, there's everything you need here. It even has one of the best brightness test patterns I've ever seen."

Full Review At:

<http://hdguru.com/must-have-blu-ray-tv-setup-test-discs-reviewed/3317/#more-3317>

Blu-ray.com

www.blu-ray.com

4.5 out of 5:

"*WOW: World of Wonder* not only sets the bar for calibration suites available in high definition, it provides an as-yet-unrivaled home-video education on the nuances of properly calibrated audio and video gear, offers an extensive collection of smartly conceived tests and tools, and delivers it all via a helpful, user-friendly experience designed with a variety of users in mind." - Kenneth Brown, Blu ray.com 11/4/10

"If you're in the market for a home theater calibration suite, you simply won't find a better release than Disney's *World of Wonder*. Exhaustive, effective and easy to use -- regardless of a user's skill level or prior knowledge -- this 2-disc AV essential is an indispensable tool sure to help anyone and everyone get the most out of their Blu-ray experience." - Kenneth Brown, Blu ray.com 11/4/10

Full Review at:

<http://www.blu-ray.com/movies/Disneys-WOW-World-of-Wonder-Blu-ray/16216/#Review>

HD Nation

(Video Review)

"...WOW is just awesome."

Full Review at:

<http://revision3.com/hdnation/disney-calibration>

Big Picture Big Sound

"... Disney deserves kudos for presenting a plethora of video and audio calibration information and test patterns in an attractive and well-organized manner. For some time now, Joe Kane's *Digital Video Essentials* discs have been the standard go-to discs for calibration. My biggest complaint with *Digital Video Essentials*, in its various DVD and Blu-ray incarnations, has been its labyrinthine navigation. Some versions have menus so poorly designed that one has to wonder if it's all part of some grand plan to frustrate the average consumer into giving up and just paying for an ISF-certified calibration. In this department, I'm happy to report that Disney deserves high marks for its attractive, intuitive and consistent menu design and navigation. Well done."

- Greg Robinson, October 27, 2010

"I've sat for the week-long course and I have my calibration certificate from the [Imaging Science Foundation](#). It's a great class and there is just a ton of stuff to digest when it comes to display technologies and the science of color. One thing I learned at the course is that having test patterns at your disposal is only half the battle. The other half is knowing what to do with them and interpreting the results. WOW gives you a bunch of useful test patterns, and it makes an earnest effort to explain the goal of each one and what it can tell you about your system. Oddly enough, one of the best things about WOW isn't on-disc, but rather in-box. Packaged inside the box is a 53-page booklet, loaded with screenshots, containing well-written information and instructions for the on-disc calibration utilities. - Greg Robinson, October 27, 2010

Full Review at:

<http://www.bigpicturebigsound.com/Disney-World-of-Wonder-WOW.shtml>

CE Pro Review

<http://www.cepro.com>

"Disney's WOW disc is great for installers and home theater enthusiasts because of all of the collateral materials included in the package." - [Robert Archer](#) October 27, 2010

"Using a combination of the Beginner and Advanced calibration tools, I dialed in the Samsung TV to some accurate, eye-popping levels." - Robert Archer, October 27, 2010

"Kudos to Disney for packaging the disc with a companion booklet that explains the disc's menu system and definitions for the calibration tools. - Robert Archer, October 27, 2010

"The disc previews and explains calibration in a way that will be understandable to the non-technical." - Robert Archer, October 27, 2010

Full Review at:

http://www.cepro.com/article/hands_on_disney_wow_calibration_disc/

Blurayview.com

<http://blurayview.com/>

5 out of 5 Stars:

"One thing that needs to be said right off the bat is that this is a beautifully constructed interface. It's very well organized and designed elegantly and will prove to be very user-friendly and accessible to anyone who spends a few minutes with it. With a subject like A/V calibration, this is important, and this disc succeeds quite well as such."

"I was extremely surprised and impressed by the quality and depth of the content in this AV Tools suite, and I believe even the most hardcore of connoisseurs could admit to that. It's intuitive and thorough for both newbies, enthusiasts, and everyone in between."

"Highly recommended for almost all Blu-ray and HDTV owners that care about getting the best out of their systems and media. It's a great resource to have on hand."

Full Review at:

<http://blurayview.com/review/disney-wow-world-of-wonder/>

Home Theater Spot

<http://www.hometheaterspot.com>

"The Disney World of Wonder disc makes calibration so much easier. In terms of navigation, it wins hands down. There really is no comparison to anything that has been released before. - Tracy Rainwater, HomeTheaterSpot.com 11/2/10

"All things considered, I would highly recommend this disc to anyone who is looking to get the most out of their home theater experience" - Tracy Rainwater, HomeTheaterSpot.com 11/2/10

Full Review at:

<http://www.hometheaterspot.com/showtopic.php?tid/144738/>

Demo World

Complete Listing with Sample Images of all content on "Disney WOW - World of Wonder"

Full Listing of Content at:

<http://www.demo-world.eu/demo-dvds/disney-wow-world-of-wonder-blu-ray.php>

Home Theater Hi-Fi

"The easy to follow on-screen guide are designed to help consumers get the best quality experience from their home theater systems by providing everyone from beginners and enthusiasts to experts and custom installers alike with valuable high quality calibration tools."

"If you've recently purchased or own an LCD, LED, or DLP television, this disc can help you get your display looking it's best. Disney's calibration disc is very user friendly and easy to use."

Full Review At:

[http://cave.hometheaterhifi.com/profiles/blogs/cedia-follow-up-product-review-1\](http://cave.hometheaterhifi.com/profiles/blogs/cedia-follow-up-product-review-1)

Home Theater Review

"The biggest challenge facing the author of a calibration disc is to make the disc advanced enough to please the enthusiast who's more likely to use it regularly, but also simple enough that the average user can understand the test patterns. Disney's new WOW calibration disc does a nice job walking that fine line."

"I was impressed by the quality of the explanations in this section: Disney has done a nice job of taking potentially confusing topics and presenting them in a clear, concise way that should be helpful to the average TV consumer."

Full Review at:

<http://hometheaterreview.com/disney-wow-world-of-wonder-calibration-blu-ray-disc/>

Home Theater Review

"Disney released their **WOW World of Wonder TV calibration** Blu-ray disc to help home viewers adjust their HDTVs' picture and sound, with a nice set of video and audio tools. It earns our **TopTenREVIEWS Bronze Award** based on the calibration tools, thorough instructions and easy-to-follow tutorials."

Full Review at:

<http://tv-calibration-review.toptenreviews.com/disney-wow-world-of-wonder-review.html>

Cloud 9 SmartHome

"You don't want your new HDTV to look like is just came off the Best Buy show room floor, with glaring ultra-whites and washed out color. If you're interested in getting the most out of your display, and don't want to pay hundreds of dollars in calibration costs, the Disney's World of Wonder Blu-ray will get you pretty close to perfection."

"I found the blue filter used for the chroma and hue adjustments to be extremely helpful, and the built-in descriptions and explanations of each test pattern kept me from opening the manual every two minutes. The manual itself is something to applaud, as it has tons of great screen shots and well written explanations of different test screens. The navigation of the disc was extremely intuitive, and I never felt lost in the menu or unable to find a particular pattern."

"It's a fantastic disc set, and gives a well paced introduction to the world of high definition video, some pretty advanced audio and video calibration tools, and a great demo reel of Disney's finest modern movie moments."

Full Review at:

<http://www.c9ny.com/2011/04/19/disney-wow-world-blu-ray-review/>

Practical Home Theater Guide

"The bottom line: This is one of the finest home theater set-up DVDs especially for the user with practically no TV calibration experience, delivering excellent tutorials about both basic concepts and more advanced subjects, and very good test patterns. It does not contain the same extensive array of test patterns as found on other discs but it contains more than enough to carry both basic and advanced system calibration."

"Disney WOW: World of Wonder is definitely the ideal high definition calibration disc for the beginner but not only, delivering clear explanations of both HDTV concepts and also of the audio test signals and the video test patterns found on this Blu-ray set-up disc. It is the ideal disc to go for if you want to learn about your HDTV and how to set it up."

Full Review at:

<http://www.practical-home-theater-guide.com/home-theater-set-up-dvd.html>

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