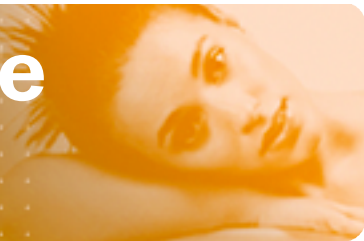


# DTV - Consumer Buying Guide

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DTV



## DTV

### Why Switch From TV To DTV/HDTV?

Just about every technology you own – cell phones, music and radio – has gone digital. Digital technology is a big leap forward compared to analog technologies. Digital Television, or DTV, is also amidst a digital revolution. Making the switch is easy. Learn what's in it for you and what you'll need to do to begin watching Digital and HDTV.

Topics	Detail										
<p><b>The Switch To Digital</b></p> <p><b>What Can I Expect?</b></p>	<p>The switch to all-digital broadcasting will be complete by February 2009. Here's what you can expect over the next several years.</p> <p><b>What To Expect:</b></p> <ul style="list-style-type: none"> <li>• Analog broadcasts will phase out by 2009.</li> <li>• All new TVs will be able to receive and/or display digital TV signals.</li> <li>• All TV stations nationwide will broadcast programming digitally.</li> <li>• All new analog sets will be clearly labeled as having only an analog tuner.</li> <li>• As stations go all digital, new consumer and public technologies, like emergency communications networks, will use the formerly analog airspace.</li> </ul>										
<p><b>The Benefits of DTV</b></p> <p><b>What's In It For Me?</b></p>	<p>There are many benefits of making the switch to digital.</p> <table border="1"> <thead> <tr> <th>Benefit</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td><b>A better picture</b></td> <td>DTV offers a superior picture over analog TV. The difference becomes simply staggering with HDTV.</td> </tr> <tr> <td><b>Perfectly clear</b></td> <td>No matter how you receive it, DTV provides perfectly clear pictures with no static or ghosts.</td> </tr> <tr> <td><b>More programming</b></td> <td>DTV offers a superior picture over analog TV. The difference becomes simply staggering with HDTV.</td> </tr> <tr> <td><b>More product choices</b></td> <td>No matter how you receive it, DTV provides perfectly clear pictures with no static or ghosts.</td> </tr> </tbody> </table>	Benefit	Description	<b>A better picture</b>	DTV offers a superior picture over analog TV. The difference becomes simply staggering with HDTV.	<b>Perfectly clear</b>	No matter how you receive it, DTV provides perfectly clear pictures with no static or ghosts.	<b>More programming</b>	DTV offers a superior picture over analog TV. The difference becomes simply staggering with HDTV.	<b>More product choices</b>	No matter how you receive it, DTV provides perfectly clear pictures with no static or ghosts.
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<p><b>Options For Analog Sets</b></p> <p><b>What If I Own An Analog Set?</b></p>	<p>TV sets that receive programming through cable or satellite will not be affected by the transition to digital (see steps below). However, TV sets that rely on an antenna to receive a signal <i>will</i> be affected by the cutoff of analog broadcasts in 2009. Consider your options:</p> <table border="1"> <thead> <tr> <th>Option</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td><b>Converter Box</b></td> <td>An inexpensive converter box can convert an incoming over-the-air digital signal to one that your analog set can tune into. The reception will be clear like DTV, but not high-definition quality. (Stay tuned as information on pricing and availability of these converter boxes becomes available.)</td> </tr> <tr> <td><b>Digital Set-Top Box</b></td> <td>Set top boxes, or tuners, receive a digital signal - either from an antenna, via cable TV or Satellite Dish - and connect to your analog TV's A/V inputs. Many offer program guides and other functionality. These boxes can be purchased at retail or leased from your cable or satellite provider.</td> </tr> <tr> <td><b>Upgrade To A New DTV</b></td> <td>By upgrading to a new DTV with an integrated digital tuner, you will be able to receive digital over-the-air programming and enjoy a better picture from all of your video sources. Look for an HDTV or a HD-Ready set if you're ready to enjoy high-definition programming.</td> </tr> </tbody> </table>	Option	Description	<b>Converter Box</b>	An inexpensive converter box can convert an incoming over-the-air digital signal to one that your analog set can tune into. The reception will be clear like DTV, but not high-definition quality. (Stay tuned as information on pricing and availability of these converter boxes becomes available.)	<b>Digital Set-Top Box</b>	Set top boxes, or tuners, receive a digital signal - either from an antenna, via cable TV or Satellite Dish - and connect to your analog TV's A/V inputs. Many offer program guides and other functionality. These boxes can be purchased at retail or leased from your cable or satellite provider.	<b>Upgrade To A New DTV</b>	By upgrading to a new DTV with an integrated digital tuner, you will be able to receive digital over-the-air programming and enjoy a better picture from all of your video sources. Look for an HDTV or a HD-Ready set if you're ready to enjoy high-definition programming.		
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<p><b>Steps For Cable and Satellite Subscribers</b></p> <p><b>What Should I Do If I Subscribe To Cable or Satellite?</b></p>	<p>If you receive programming from cable or satellite, you will want to do one or more of the following:</p>	
<p><b>Benefits of HDTV</b></p> <p><b>What Are The Advantages of HDTV?</b></p>	<p>HDTV gives you all of the benefits of DTV, plus much more. Check out some of the additional benefits you can get with HDTV!</p>	
	<p><b>Benefit</b></p>	<p><b>Description</b></p>
<p><b>Widescreen picture</b></p>		<p>Provides a wider image area that more closely matches the movie theater experience and no black bars (letterboxing) or a stretched picture with widescreen content.</p>
<p><b>Free broadcasts</b></p>		<p>HD programs from your local broadcasters do not require any subscription or service to enjoy. Antenna reception is perfect with no static, ghosts or other interference issues.</p>
<p><b>Perfect pictures</b></p>		<p>Resolutions up to five times that of analog TV, as well as remarkable improvements in brightness and color depth. Better than DVD quality.</p>
<p><b>Spectacular surround sound</b></p>		<p>Many HDTV programs are presented in Dolby Digital surround sound. To enjoy surround sound, you will need a surround audio system with Dolby Digital decoding and six speakers.</p>
<p><b>Record and time-shift</b></p>		<p>You can pause, record and time-shift HDTV programming just as you do your analog programming now.</p>