



Digital TV, Are You Ready?

Digital, HDTV's, traditional analog TV's, with all these terms floating around in the media, how do you make sense of it all?!?

The digital transition is already underway, so it's not too early to start preparing and getting answers to your questions. Digital TV is an advanced technology that allows broadcasters to provide higher quality picture and sound, as well as advanced services such as transmission of multiple video streams or other data over a single channel.

In most cases, if you are a DirecTV customer, you will receive pure, 100% crystal clear digital programming. The upcoming transition will only affect DirecTV customers who receive local channels from an antenna or "rabbit ears". If you do not have local channels on your DirecTV account, now is the time to contact us for a FREE Local Channel Upgrade!

Between Jan. 1, 2008, and March 31, 2009, all U.S. households will be eligible to request up to two coupons, worth \$40 each, to be used toward the purchase of up to two, digital-to-analog converter boxes. (Please note that these coupons will expire 90 days after mailing). More information can be found at www.DTV2009.gov.

If you have an analog television set that is not connected to DirecTV, you will need a converter box or a DirecTV receiver to continue to receive full power broadcasts.

How do I know if I have an analog or digital TV? What you need to know is whether your TV set has something called a "digital tuner" already built in. If it does, your TV set will receive digital signals. The best way to determine whether your TV set has a digital tuner built in is to consult your owners' manual. If that's not possible, you may be able to look up information about your TV set on the manufacture's website. In any case, your' trying to find out if your set has an input connection labeled digital input or ATSC (advanced television systems committee) Here are some guidelines that may help:

If you bought your TV set before 1998, it probably doesn't have a digital tuner at all. If you bought a big-screen projection TV between 1998 and 2004 it may have a built in digital tuner inside, but the chances aren't great. Only a limited percentage of projection TV sets, (generally only those 42" or larger) included digital tuners before 2004.

If you purchased a new TV set since 2004 your chances of having a built in digital tuner improve dramatically. Starting in 2004 many of the TV sets sold at electronics stores featured digital tuners. But it's not a sure thing. Even some of the newer TV sets are purely display monitors that lack the internal circuitry needed to pick up digital broadcasts. Usually these sets have been advertised as HD-ready or HDTV monitor. That means they can display digital and high definition signals.

For DirecTV customers, the 2009 transition couldn't be easier!! If you do have any other questions, please don't hesitate to call our office at 800-732-6757 or you can visit www.directv.com/dtv2009