

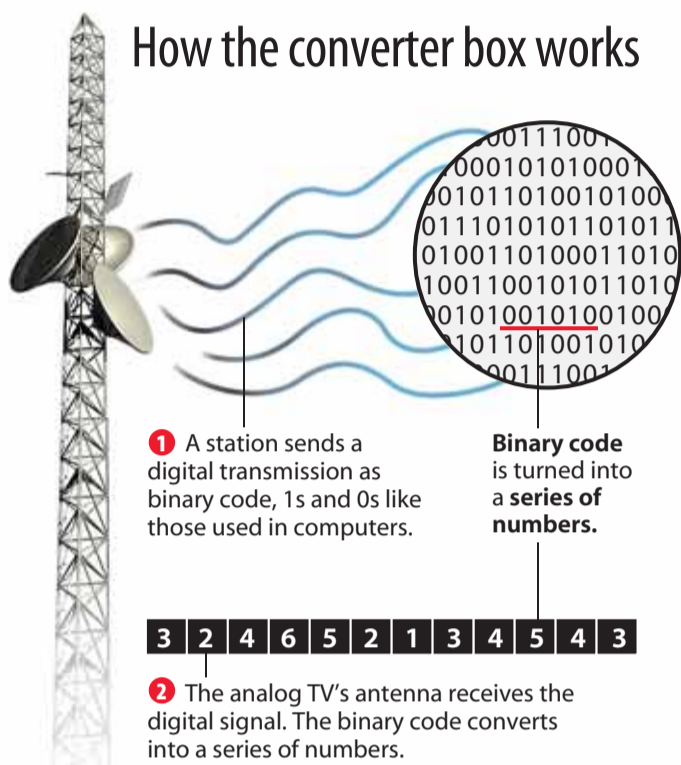
THE DIGITAL SHIFT

ONE YEAR FROM TODAY, MANY TV VIEWERS MAY BE LEFT WATCHING SNOW AS BROADCASTERS SHIFT FROM ANALOG TO DIGITAL-ONLY TRANSMISSIONS. VIEWERS WHO USE AN ANTENNA MAY NEED TO PURCHASE A CONVERTER BOX.

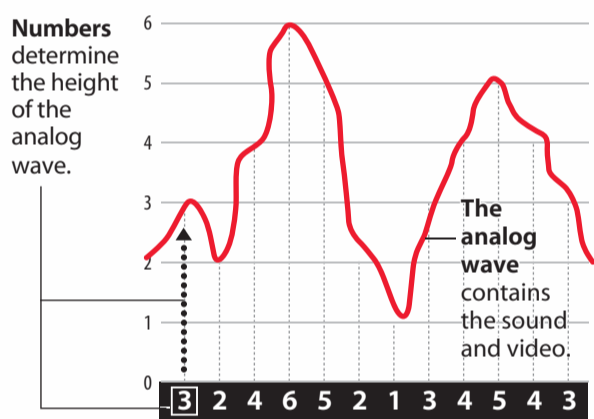
Making the connection

The following diagram shows how to connect a digital-to-analog converter box. Installation should be similar among brands, so check your manufacturer's manual.

- 1 Disconnect the TV's antenna cable and screw it into the converter box's **From Antenna** jack.
- 2A Connect the coaxial cable from the converter box to the TV's **antenna jack**.
- OR
- 2B Connect three audio/video cables from the converter box's **A/V jacks** to the TV's **A/V jacks**.
- 3 Plug in the power cord.
- 4 Turn on the television set and the converter with the remote. The TV will scan for channels. You could receive up to 69 channels. Some channels have subchannels such as WTVJ-Ch. 6 and 6.1, which also transmits Weather Plus.



3 The converter turns the numbers into an analog wave which can be viewed on analog TVs. The box will improve the quality of video and sound but not to the level of newer digital or high-definition TVs.



CONVERTER BOXES

Here are several of the coupon-eligible boxes that will be available in stores, in the upcoming months:

- Artec T3A
- MaxMedia MMDTVB03
- MicroGem MG2000
- Sansonic FT300A
- Zenith DTT900

Other names for converter boxes: digital-to-analog converter box, set-top converter box, digital TV adapter



3 Apply for a Coupon

Apply for the coupon, please supply the following information.

IMPORTANT: Coupons will expire within 90 days of the date they are issued.

1. Your Name and Address

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Send below first best discount your TV to my home address.

Get your coupon

The government is issuing coupons toward specific digital-to-analog converter boxes.

Individuals can apply for two \$40 coupons which must be redeemed within 90 days.

Jan. 7, 2008
More than a million coupons have been requested since Jan. 1.

Feb. 17, 2009
Full-powered transmissions to switch to digital-only.

March 31, 2009
Last day to apply for coupons.

For information on the coupons and eligible converter boxes, go to www.dtv2009.gov or call 1-888-388-2009.

Why go from analog to digital



Digital images remain crisp and clear of most interference because images are sent as binary code. The data retains its clarity.



Analog images have less detail because radio waves pick up interference during transmission causing a blurred, grainy image.

PUBLIC SAFETY

Will open airwaves for communications for police, fire and medical services during emergencies.

COMMERCIAL

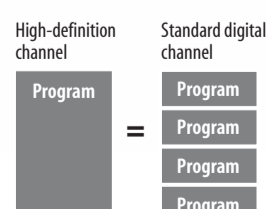
Airwaves are being auctioned to expand wireless broadband services, interactive video and data services.

SOUND

Will provide surround sound quality, compared to stereo quality of analog broadcasts.

MORE CHANNELS

Each station has a digital channel that can carry one high-definition program or several smaller digital programs.



Will I need a converter box?

If you have satellite or cable, you will continue to receive programming after February 2009, whether you have an analog or digital television.

Look at your TV:
Some TV viewers who use an antenna may need a box.

Don't need a box converter

Integrated digital tuner	
Digital tuner built-in	DTV
Digital tuner	ATSC
Digital receiver	HDTV
Your TV should display digital transmissions.	

Need a box converter

Digital ready	Digital monitor
HDTV ready	HDTV monitor
Your TV does not have a built-in receiver to view digital transmissions.	
Analog	NTSC
Your set is analog.	