

# Superior Picture Quality, Lower Prices And A Host Of New Channels And Shows Are Making Consumers Say: "I Want My HDTV!"

(NAPSA)—It's official. High-Definition television, or HDTV, is no longer just a flight of fancy for tech-heads and the rich. This year, for the first time, HDTV sets will outsell their standard-definition counterparts. Why? Well, if you've ever seen a movie or one of your favorite TV shows in standard definition and then switched over and watched it in HD, you'll know. The sound and picture quality is simply stunning. But like moving from a dial-up Internet connection to a high-speed connection, people quickly get used to that higher standard and it's difficult to go back.

For those people who still struggle with understanding what makes HD so special, here are three major differences between standard TV and HDTV, courtesy of [www.thehdguru.com](http://www.thehdguru.com), a Web site created by the HD experts at Discovery HD Theater:

## 1. The Difference in Picture Quality

HDTV offers an increase in picture quality by providing an image resolution of more than two million pixels. That's six times the resolution of standard-definition televisions.

## 2. The Widescreen Difference

HDTV is formatted in a 16:9 aspect ratio, similar to the dimensions of a movie screen. That's one third wider than standard television screens, which have a 4:3 aspect ratio.

## 3. The Difference in Sound Quality

HDTV offers 5.1 channels of surround sound offering a crisper, higher-quality audio experience.

Still, despite magnificent picture and sound, price has been a barrier for consumers. But like all new technologies (remember when you couldn't touch a home computer for



**One of about 20 high-definition channels, Discovery HD Theater is airing a special "World of HD" Week beginning January 1.**

less than \$2500?), once more units can be produced and sold, the costs come down. Today, a 37-inch flat-screen HDTV set sells for under \$800. That same set would have been about \$2000 a year ago.

With set sales on the rise, a number of HDTV channels have cropped up over the past few years too, offering an array of programming in HD. One of the earliest channels on the scene was Discovery HD Theater, which launched in 2002. In anticipation of a heavy holiday buying season, a number of HD channels are airing special programming for viewers experiencing HD for the first time. Discovery HD Theater, for example, will be airing a World of HD Week beginning on January 1 with a marathon of their global series DISCOVERY ATLAS HD, followed by six nights of special premieres and a sneak peek at PLANET EARTH, an unprecedented portrait of the natural wonders of our planet.

Whether it's movies, sports, documentaries or your favorite drama and comedy series, more and more is available in high-definition. For a complete lineup of shows and information about Discovery HD Theater, visit <http://dhd.discovery.com>.