

Technology In Our Lives

A New Era For Television: Preparing For The Switch From Analog To Digital Broadcast TV (DTV)

(NAPSA)—The digital television age is set to begin and if you rely on “rabbit ears” or a rooftop antenna, there are a few things you need to know. By law, on February 17, 2009, all full-power television stations in the United States will stop sending analog signals, broadcasting in digital only.

Confused? You aren't alone. Best Buy partnered with GfK Roper to survey consumers nationwide and discovered that 54 percent don't understand why the DTV transition is happening, and 50 percent are concerned that their televisions won't work after the switch.

“The DTV transition might seem confusing at first, but it is nothing to fear,” said Mike Mohan, senior vice president of consumer electronics for Best Buy. “We are working hard to educate people—helping them figure out what, if anything, they need to be prepared for the transition.”

The switch to digital will open up part of the broadcast spectrum for better public safety communications and enhanced wireless service.

If you have a digital television or subscribe to cable or satellite for programming, you will not be impacted by the DTV transition. However, if you have an analog television and rely on over-the-air programming with an antenna, you have three options to consider:

1. Purchase a digital-to-analog converter box that plugs in to an existing television. Best Buy is selling an Insignia Converter box for \$59.99 and the federal government



is offering up to two \$40 coupons per household to be put toward the purchase of converter boxes.

2. Subscribe to a cable, satellite or telecommunications service provider.

3. Purchase a new television set with a built-in digital tuner. It's important to note that you don't need a high-definition television (HDTV) to receive the new digital signals. Less expensive standard-definition digital televisions will allow you to receive the digital signal. All TVs now sold at Best Buy have built-in digital tuners.

To offer further educational assistance and answer questions about the DTV transition, Best Buy launched a dedicated hotline—(877) BBY-DTV9—where consumers can speak with a trained home-theater specialist from the comfort of home. You can also use this number to purchase a converter box using your government coupon.

Find more information about DTV at www.bestbuy.com/dtv or stop in a local Best Buy store.