



FACT SHEET

JUNE 12, 2009: ARE YOU READY?

Zenith, a long-time leader digital television (DTV) technologies and a founding member of the DTV Transition Coalition, is committed to educating consumers about the transition to all-digital broadcasting.

BIGGEST CHANGE IN TV SINCE COLOR

Between February 17 and June 12, 2009, full-power television broadcasters nationwide will make the transition from analog to digital broadcasting as mandated by federal law.

- When the DTV transition is complete, most over-the-air broadcasting of free TV programming will move to exclusively digital channels, and traditional analog channels will be switched off.
- America is switching because digital is a more efficient way to broadcast, and it will free up the airwaves for other services. DTV will also mean clearer pictures, more channels and even free over-the-air high-definition television (HDTV) for consumers with HDTV sets.
- The original transition date was February 17, 2009. President Obama signed a new law on February 11 to extend the last phase of the DTV transition until June 12, 2009, to help assure that remaining consumers with analog TVs using antennas have more time to prepare.
- As of February 17, 2009, more than 640 TV stations or 36 percent of the nation's 1,800 full-power broadcasters switched off their analog signals.
- The transition from analog to digital television represents the most significant advancement of television technology since color TV was introduced 50 years ago. Millions of households nationwide that receive free over-the-air television through an antenna will be affected by the transition.

CHOICES FOR CONSUMERS

Consumers who receive free, over-the-air broadcasting exclusively on analog TV sets with "rabbit ears" or rooftop antennas have three options for continuing their TV service:

- Purchase a digital-to-analog converter box, like the Zenith DTT901, that will convert the digital signal into analog for their existing analog television set; or
- Purchase a new television set, such as an LG flat-panel HDTV, with a built-in digital tuner; or
- Subscribe to cable, satellite or a telephone company video service provider.

DIGITAL-TO-ANALOG CONVERTERS

Digital-to-analog converter boxes eligible for the government coupon program, such as the popular Zenith DTT901, are available from retailers nationwide.

- In February 2009, Congress appropriated an additional \$650 million (in addition to the previous appropriation of \$1.5 billion) to support a digital-to-analog converter box coupon program.
- The program is being administered by the U.S. Department of Commerce through the National Telecommunications and Information Administration (NTIA).
- Now through July 31, 2009, households are able to request up to two \$40 coupons to go towards the purchase of up to two digital-to-analog converters.
- Coupons are being mailed via First Class U.S. postage, and consumers will have approximately three months to redeem them. Please note the 90-day expiration of coupons.
- Now that Congress has extended the date for the final phase of the DTV transition to June 12, production of Zenith-brand converter boxes has been ramped up to fill retailer orders.

ENJOY DIGITAL TV NOW

Zenith urges consumers with analog TVs not to wait. Even those stations that have not switched off analog broadcasts are also transmitting digital signals.

- If you already purchased a digital-to-analog converter box, there's no reason to wait to install it. You can enjoy the benefits of digital TV – sharper pictures and more programming – now. That way, you also can learn how to adjust your antenna to receive the new digital channels.
- Because some digital channels are changing frequencies, be sure to rescan your digital channels on your converter box or digital TV now and again on June 13.

DIGITAL TV TRANSITION COALITION

Zenith is a proud member of the DTV Transition Coalition, a group of business, trade and industry groups as well as grassroots organizations and consumer groups that share a vital interest in a smooth transition.

- The mission of the DTV Transition Coalition is to ensure that no consumer loses access to over-the-air television programming in June 2009 due to a lack of information about the DTV transition.
- The 200-plus DTV Transition Coalition members are working together to educate consumers about their options, purchasing a digital-to-analog converter box or new digital TV or subscribing to a pay-TV service.

USEFUL INFORMATION

Additional information about the digital television transition is available from the DTV Transition Coalition (www.dtvtransition.org), Consumer Electronics Association (www.digitaltips.org), LG Electronics USA (www.LGusa.com), and the FCC (www.dtv.gov). Information about the digital-to-analog converter box coupon program is available from the NTIA at www.dtv2009.gov or 1-888-DTV-2009.

The main telephone number for DTV transition information is [1-888-CALL-FCC](tel:1-888-CALL-FCC).