



FOR IMMEDIATE RELEASE

**ZENITH CONVERTER BOX OFFERS SUPERB RECEPTION, CONVENIENT ON-SCREEN CAPTIONS AND ON-SCREEN SIGNAL STRENGTH METER**

*Latest Model is Ideal For Extending the Life of Analog TV Sets*

**LOS ANGELES, Sept. 17, 2008** – With just 153 days left until analog over-the-air TV signals are turned off, Zenith Electronics is encouraging viewers to check with friends and neighbors to make sure that the elderly are ready for the transition to all-digital TV broadcasting. Those who want to keep their current analog TV running should consider purchase of a Digital TV Converter Box like the Zenith DTT901, now widely available at stores like Circuit City, Kmart, RadioShack, and other local retailers.

Product reviewers agree that the Zenith DTT901 is an ideal solution.

“I prefer the Zenith’s remote control and on-screen programming guide,” wrote a reviewer at *The Boston Globe*. “The Zenith offers a ‘pass-through’ feature that lets you fall back on your TV’s old analog tuner,” notes *USAToday*. The *Orlando Sentinel* calls the Zenith DTT901 “a better option” than other converter boxes, and *CNET* says “the DTT901 performs strongly, outperforming the other boxes.”

The federal government’s National Telecommunications and Information Administration is offering \$40 discount coupons for consumer purchase of Converter Boxes. Coupons can be requested at [www.DTV2009.gov](http://www.DTV2009.gov), or by calling 1-888-DTV-2009.

Despite its compact size --smaller than a hardback book, at 8” x 7” x 2” -- the Zenith Digital TV Tuner Converter Box (model DTT901) packs in a long list of consumer-friendly features and a universal remote control that offers one-touch closed-captioning control,

accessibility to Second Audio Program information, a “what’s on next” program guide button, and one button for signal strength – and even a sleep timer.

**Super Energy Efficient:** The DTT901 goes above and beyond the federal ENERGY STAR<sup>®</sup> requirements, drawing only five watts when active and less than half a watt while in standby mode. And to save even more energy, the DTT901 is designed to automatically turn off after four hours of inactivity.

**Digital Closed Captions:** In addition to V-Chip parental control, the DTT901 provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more with one-touch convenience from the remote control. This builds on Zenith’s heritage of accessible products, including the first analog TV sets with closed-captioning capability more than 15 years ago.

**Supreme Simplicity:** Setup couldn’t be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV’s antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) And the DTT901 even remembers viewing preferences, channel by channel.

**Operators Standing By:** An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith’s toll-free consumer hotline (1-877-9ZENITH) for set-up and operational assistance.

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