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**ZENITH DIGITAL TV CONVERTER BOX WINS ‘EASY TO USE’ PRAISE FROM  
ADVOCATES FOR AMERICANS WITH DISABILITIES**

*Zenith DTT901 Lauded for Closed Captioning, Second Audio Program Support and Special  
Easy Access Buttons on Remote Control*

**WASHINGTON, Oct. 15, 2008** – The Zenith DTT 901 digital TV converter box is the perfect choice for Americans with disabilities, according to leading disability advocates.

Easy-to-use functions designed to make new digital television (DTV) broadcasts more accessible for those with visual impairments and those who rely on closed captioning for entertainment and information are the key reasons the American Association of People with Disabilities, the Hearing Loss Association of America, the WGBH National Center for Accessible Media, and the American Council of the Blind are each praising the Zenith DTT901 converter box for design choices that make the product easier for all Americans to connect and use.



With only four months remaining until the end of analog TV broadcasts from full-power TV stations, TV viewers who rely on over-the-air reception now need to make decisions about how they will transition from analog to digital reception. An ideal solution is the new Zenith DTT901 digital TV converter box, one of the industry’s most popular low-cost ways to keep an old TV running while enjoying the benefits of a better picture and more channel choices.

“Approximately 31 million Americans who have a hearing loss rely on closed captions to some extent when watching television programs,” according to accessibility advocate and former

FCC official Karen Peltz Strauss. “A converter box that provides an easy way to access and view these captions is especially important to the millions in this group who still rely on over-the-air TV reception.” While working for the National Association for the Deaf, Strauss helped write the language in the 1996 Telecommunications Act that created requirements for closed captioning TV services.

### *Disability Accessibility Advocates Praise Zenith DTT901*

“One of our biggest concerns during the transition to all-digital TV broadcasting is how manufacturers of converter boxes would accommodate people with disabilities,” said Jenifer Simpson, Senior Director of Telecommunications & Technology Policy for the American



Association of People with Disabilities. “We’re delighted that Zenith chose to carefully listen to our concerns and implement our recommendations in the DTT901 converter box. The Zenith remote control has a closed caption button that allows immediate access to closed captioning services, and it has video description capability for viewers with vision disabilities. I recommend that our members explore the DTT901 as their option,” Simpson said.

Zenith converter boxes, in fact, were the first products certified by the U.S. Commerce Department’s National Telecommunications and Information Administration (NTIA) to include both the “CCD” button and advanced digital closed caption capability.

Lise Hamlin, Director of Public Policy and State Development for the Hearing Loss Association of America, also is pleased to see new captioning options made so easy and flexible on the Zenith DTT901 Digital TV converter box. “The Zenith DTT901 provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more. Zenith pioneered closed caption functionality in TVs, and we’re pleased to see that Zenith has made captioning easily accessible in their converter box,” Hamlin said.

The advanced closed captioning functionality of the DTT901 builds on Zenith’s heritage of accessible products, including pioneering developments in hearing aid technology from the 1930s through the 1970s, manufacturing the first analog TVs with closed captioning capability more than 15 years ago, and the first digital HDTVs with closed captioning.

America's transition to digital TV broadcasting can "open new doors and offer new accessibility services to all people," said Larry Goldberg, Director of the National Center for Accessible Media (NCAM) at WGBH in Boston. "We tested a number of digital-to-analog converters, and the Zenith DTT901 passes the accessibility test with flying colors." The Zenith box supports video description for the blind and visually impaired people through ready access to Second Audio Program (SAP) sources.

"There's even a 'SAP' button for video descriptions right on the remote control of the Zenith converter box. We've put the Zenith DTT901 through its paces at the WGBH lab in Boston, and the digital closed captions also work quite well. NCAM congratulates Zenith on its attention to captioning and video description support and user controls for those functions. It's a great choice for a digital-to-analog converter box," Goldberg said.

Watching digital full-power or analog low-power TV stations are both possible with the DTT901, which is designed to "pass through" analog TV signals from the antenna to the TV when the converter box is turned off. When turned on, the converter's on-board digital tuner delivers additional channels of weather, news, and entertainment sent by local digital TV broadcasters.

"Analog pass through and control of video description are essential for our 80,000 members," said Eric Bridges, Government Affairs Director at the American Council of the Blind. "Accessible television viewing ensures we know the same news, entertainment and information as everyone else receives."

### *Consumer Friendly Features*

Despite its compact size -- smaller than a hardback book at 8" x 7" x 2" -- the Zenith DTT901 packs in a long list of additional consumer-friendly features such as a "what's on next" program guide and one button access to a signal strength indicator:

- The DTT901 goes above and beyond the federal ENERGY STAR<sup>®</sup> requirements, turning off automatically after four hours of inactivity and drawing only three watts of electricity when active and less than half a watt while in standby mode.
- 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.) The DTT901 even remembers viewing preferences, channel by channel.

- An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith's toll-free consumer hotline (1-877-9ZENITH) for assistance.

The federal government's NTIA is offering \$40 discount coupons for consumer purchase of Digital TV converter boxes. Coupons can be requested at [www.DTV2009.gov](http://www.DTV2009.gov), or by calling 1-888-DTV-2009. The Zenith converter box is widely available at national retailers such as *Circuit City, Kmart, RadioShack* and a number of regional stores at a suggested retail price of less than \$60 (just \$20 with the government coupon).

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