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**ZENITH LAUNCHES ONLINE VIDEO
TO HELP CONSUMERS INSTALL CONVERTER BOXES**

New 'How To' Web Video Emphasizes Easy Connections, Closed Captioning, Important Channel Scan Process for Speedy Installation

WASHINGTON, Nov. 17, 2008 – With less than 100 days remaining until the nation's transition to digital television (DTV) broadcasting, the leading provider of digital-to-analog converter boxes has stepped up its consumer education efforts by launching a new online resource to help consumers properly install their new converter boxes.

More than two million Zenith converter boxes have shipped to retailers this year, with Americans redeeming more than 50,000 discount converter box coupons each day. The digital TV converter boxes, designed to bring digital television to old analog TVs that rely on an antenna, make it easy for viewers to enjoy the benefits of digital TV-- including better pictures, more programs, and advanced new digital closed captions.

Zenith is urging analog TV viewers to install their boxes now to begin enjoying the benefits of digital broadcasting and to avoid possible confusion about receiving the new digital channels on Feb. 17, 2009, when all of the nation's full-power TV broadcasters are required to make the final transition to all-digital service. The Zenith web site (www.zenith.com/dtv) now includes a new online video that, among other things, shows how to scan the new digital channels with a touch of a button on the box's remote control. Fully captioned and also available online in Spanish, the [video](#) shows how easy it is to connect a converter box to an analog TV (www.zenith.com/dtv/setup.html).

Underscoring the need for converter boxes by millions of Americans who depend on free over-the-air broadcasting with their analog TVs, the site also includes a new [video](#) interview

with a Chicago teacher whose family uses analog TVs and antennas throughout the home (www.zenith.com/dtv/analogtv.html).

The Zenith DTT901 digital TV tuner converter box, endorsed by low-power community broadcasters, full-power broadcasters and disability advocates for its ease-of-use, combines advanced digital technology in a simple package for consumers.

As shown on the video, set-up 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. (Based on consumer calls to the Zenith customer service hotline, the video reminds consumers to remove the plastic wrapper before installing batteries.) 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.

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.

The advanced closed-captioning functionality of the DTT901, which allows changing colors, fonts, type size and backgrounds on closed captions, 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.

Other Consumer Friendly Features

- Despite its compact size -- smaller than a hardback book at 8- x 7- x 2-inches -- 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[®] 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.
- 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, or by calling 1-888-DTV-2009. The Zenith converter box is widely available at national retailers at a suggested retail price of less than \$60 (just \$20 with the government coupon).

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