

Analog to Digital – Are you Ready?

Audio Unlimited is an authorized dealer of LG Electronics. In association with LG, we are bringing you this information regarding upcoming changes in TV that will impact your life.

LG Electronics is a long-time leader digital television (DTV) technologies and a founding member of the DTV Transition Coalition. This fact sheet is part of our ongoing commitment to educating consumers about the transition to all-digital broadcasting.

BIGGEST CHANGE IN TV SINCE COLOR

- On February 17, 2009, television broadcasters nationwide will make the transition from analog to digital broadcasting as mandated by federal law.
- When the DTV transition is complete, over-the-air broadcasting of free TV programming will move to exclusively digital channels, and traditional analog channels will be switched off.
- The reason America is switching is 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 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 will have three options for continuing their television service:

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

DIGITAL-TO-ANALOG CONVERTERS

Congress has appropriated \$1.5 billion to fund 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).

- Beginning January 1, 2008 (through March 31, 2009), households will be able to request up to two coupons valued at \$40 each to go towards the purchase of up to two digital-to-analog converter boxes. Coupons will be mailed via the U.S. Postal Service, and consumers will have approximately three months to redeem them.
- Digital-to-analog converter boxes eligible for the government coupon program, including models developed and produced by LG Electronics, are expected to be available from retailers beginning in early 2008.

ADDITIONAL INFORMATION

Additional information about the digital television transition is available at the DTV Transition Coalition Web site – www.dtvtransition.org – and the FCC site at www.dtv.gov. Information about the digital-to-analog converter box coupon program is available at www.ntia.doc.gov.

- LG Electronics is a founding 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 free over-the-air television reception in February 2009 due to a lack of information about the DTV transition.