

# Consumer Corner

## Consumers Buying HDTV, But Not All Get It

(NAPSA)—If you have high-definition television in your home, you're not alone. About 15 percent of U.S. homes now have an HDTV, according to Magid Media Futures. But even though the popularity of HDTV is certainly growing and sales are accelerating, new research reveals that many owners still aren't taking advantage of all the capabilities an HDTV and HD programming offer—buyers still aren't subscribing to services that deliver HD content.

Getting the big picture is easy. There are three steps you need to take to experience true high-definition television:

### Turn On

You should contact your local service provider and order an HD set-top box, which will give you access to quality HD programming. Be sure to do some comparison shopping—not all HD packages are the same. Check to see if you can receive local programming in HD, and what extra costs may be involved.

### Hook Up

By ordering HD service from your local service provider, you can get an HD set-top box delivered and installed with an HD service package that provides you with access to a variety of HD channels. The HD set-top box acts as a tuner so you can receive all your favorite programming in true HD. You can easily upgrade your HD equipment as the latest set-top models and software enhancements become available.

### Tune In

Don't be fooled by the flashy, attention-grabbing broadcast flags that appear on the bottom of your TV screen telling you that the program you are watching is "broadcast in HD." That is just the mes-



**Once you get your new HDTV set home, you need to do more than simply "plug it in."**

sage that notifies you the broadcaster is making the program available in HD on the appropriate HD channel—if you subscribe to HD service. If you aren't tuned in to the actual HD channel—which is usually in the upper tier of channels—it's just plain TV. It is important to know that HD channels are different from regular channels in the program lineup. HD programming is available from all major TV networks including ABC, CBS, NBC, PBS, The CW and Fox, as well as other channels including Discovery HD Theater, HBO, HDNet, Showtime HDTV, and INHD and INHD2.

Still confused? Scientific Atlanta, a leading home digital video technology company, has developed an online tutorial that explains the different features and benefits of high-definition television, as well as "The True-Def of Hi-Def" consumer guide, which outlines the steps you need to take to give your TV life new meaning and experience dramatically improved picture and sound quality with HD programming.

To learn more, visit [www.ExploreHD.com](http://www.ExploreHD.com).