

Consumer Corner

Getting More Out Of Your HDTV

(NAPSA)—If you're like a growing number of Americans, you're tuned in to the idea of watching high-definition television (HDTV.)

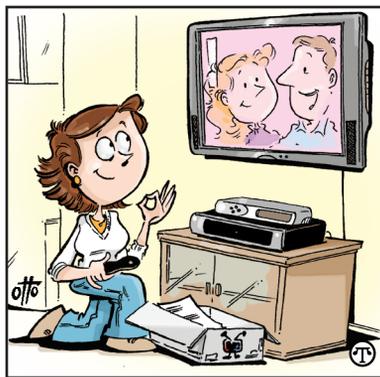
A recent study from Forrester Research found that 41 percent of U.S. households had at least one HDTV set.

But did you know that there may be ways to get more out of your HDTV? For instance, you might add to the HD programming you already receive from a cable or satellite provider by using a digital antenna.

The antennae pick up high-def, over-the-air (OTA) broadcasts from TV stations. According to a study by e-Rewards Consumer Omnipulse, viewers who received over-the-air HDTV digital service using an antenna reported a picture quality comparable or sometimes superior to cable or satellite service.

Additionally, you may want to check out DVRs (digital video recorders) that record and play in HD. For instance, the TiVo HD DVR works with HD cable and with HDTV antennae.

If you use an antenna only, you could replace most of the missing cable content by accessing broadband Internet-delivered movies and music through the device.



HD DVRs let you record two programs and watch a third previously recorded show—all in high def.

In addition to recording your favorite shows in high def, the DVR provides fast, easy access to Web-based entertainment, movies and music from companies such as Netflix, Rhapsody and more. Plus, you can use it to watch YouTube videos on your TV, order a pizza, get movie tickets or watch hundreds of free music videos on Music Choice.

It also has a search feature that finds selected programs from hundreds of channels and thousands of broadband options including Amazon Video On Demand. Users just enter any word from a TV show or movie

title and the device helps them find what they're looking for.

Additionally, you can search by genre or topics that you enjoy—such as sports, children's entertainment or cooking—and then play back the shows when you and your family are ready to watch. There's even a fast-forward and rewind feature to skip the parts you don't want to see.

Perhaps just as important to moms and dads, though, is that the DVR may help put an end to disagreements about what to watch, since it can record one show while your family tunes in to another.

Also important to parents is the host of family features that TiVo offers. For instance, "Kid-Zone" lets you select the programs and channels that your children can and cannot watch ahead of time. The feature also offers Kid-Zone Guides that list high-quality children's TV shows, recommended by leading national children's organizations such as Kids First!, Parents' Choice Foundation and Parents Television Council. You can automatically record the entire list or just the shows that interest you.

For more information on getting more out of your HDTV, visit www.tivo.com/ota.