

NEWSWORTHY TRENDS

Home Entertainment: What's New in 2005?

(NAPSA)—Experts say consumers are looking for ease, choice and control when it comes to their home entertainment experience.

Digital Video Recorders (DVRs) are said to offer all three features and savings as well. Described by some in the industry as the “must-have entertainment gadget for 2005,” these devices let consumers record individual shows and watch them on their own schedule.

This integrated home entertainment device blows away your VCR because it allows viewers to pause live TV or rewind the program they're watching to create their own instant replays anytime they want. The good news is that these popular devices are already available through cable service providers.

Viewers can also record favorite programs directly from the integrated program guide without the need for videotapes or confusing VCR settings. With an easy-to-use remote control, viewers can record a season's worth of episodes of their favorite program.

Cable set-top maker ScientificAtlanta makes its DVRs with two tuners, allowing users to record up to two other shows at once, while watching live TV or another previously recorded show. These features give cable DVR service an advantage over other stand-alone DVR products available through retail or satellite.

Savings is another advantage of using the service offered by your cable company, since there is



Increasingly, consumers looking for a Digital Video Recorder (DVR) are turning to their cable provider.

no equipment to buy or install. Cable DVRs are built right into set-top boxes and require no up-front investment.

Often, other stand-alone DVRs may require a hefty up-front fee in addition to a monthly programming service charge. Consumers may also be expected to install the device themselves, which can cause unnecessary headaches.

When you order DVR service through your cable operator, a technician will install the entertainment system in your home and you can begin reaping the benefits for what's described as a small monthly fee.

With the latest in standard DVR and high-definition DVR offerings made available via cable, you can have these products delivered and installed, with the understanding that you will be able to “trade up” as newer technology is developed and becomes available.

To learn more, contact your cable company or online at www.scientificatlanta.com.