

TECHNOLOGY IN OUR LIVES

I Want My HDTV

(NAPSA)—More and more Americans are saying, to paraphrase a slogan from the 80s, “I want my HDTV!”

High-definition television, or HDTV, delivers images that are sharper and wider than standard TV pictures, along with improved sound quality, for a viewing experience that is more like a trip to a movie theater than channel surfing on the couch.

And now, it's becoming easier than ever to make the change to digital television due to the inclusion of user-friendly features and next-generation technologies. Integrated HDTVs—sets with one or more digital tuners built right in—are now hitting the market, making it simple to join the digital television age with all the necessary hookups for reception of cable and non-cable digital broadcasts.

One of the companies at the forefront of the HDTV evolution is Toshiba. Its new line of Integrated HDTV sets features Seine™ picture processing, the digital building blocks of superior picture quality. All Cinema Series® and TheaterWide® Integrated HDTV models include a CableCARD™ slot for digital cable television reception and TV Guide On Screen® for easy access to all incoming television programming. The HDTV picture, combined with such audio features as Dolby Digital® and SRS® WOW™, makes for an entertainment experience that is simply awesome.

A smart complement to these state-of-the-art televisions is Symbio™, Toshiba's High-Definition Hard Drive Recorder. This 160-gigabyte hard drive recorder is the heart of a next-generation digital television recording system. Simple recording and playback is



An external recorder makes it easier to enjoy high-definition programming.

achieved through the use of the TV Guide On Screen program guide. The result is a combination of superior picture quality, convenient recording and easy access to stored programs. With only a single cable connection, it's so simple. Most consumers should easily master the system in just minutes.

“The market is now moving to integrated and Toshiba is creating models that help make an easy transition for consumers,” says Scott Ramirez, Vice President of Marketing.

In addition to one-touch recording and playback, Symbio builds a program list of recorded shows and offers live TV pause and rewind for those all-important “armchair quarterback” moments. In addition to one-time recording, the TV Guide On Screen guide even provides options for weekly or regular recording for ongoing programs.

To learn more about the latest in high definition technology, visit www.tacp.toshiba.com.