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**ENHANCING THE  
HIGH DEFINITION  
EXPERIENCE**



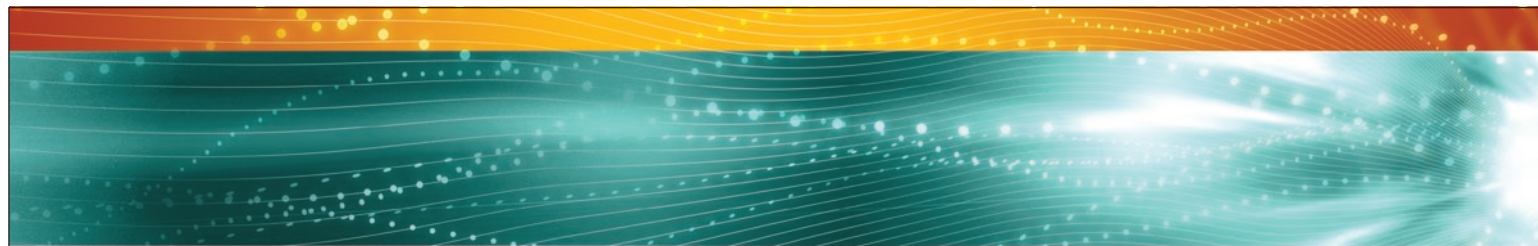
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T:9 in

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T:8 in

## Taking High Definition to the Next Level

If you've got an HD television, you know about great home entertainment. You know what it's like to watch sports larger than life. You know about movies reproduced with theater-quality detail and high-impact digital sound. And you know how it feels to watch live music concerts with you-are-there realism. But did you also know that now there are more ways than ever to enhance the HD experience?

Today you can extend your entertainment options with HD videodiscs, HD videogames and HD personal computers. You can transform the good times into treasured memories with an HD camcorder or HD-compatible digital still camera. And you can expand your HD experience with a bigger screen, better sound and more powerful integration of entertainment into your home.

## Tap Into More HD Sources

Just as conventional television became the centerpiece of an amazing range of entertainment options, the variety and extent of HD entertainment is growing by leaps and bounds.

**Local, Over-the-Air** HD is on the air from ABC, CBS, CW, Fox, NBC and PBS. And an amazing range of programs have gone HD, including local and national news, sports, dramas, comedies, talk shows, soaps and specials. Current HDTVs feature built-in tuners to receive over-the-air HD. For the best reception, it helps to use an indoor or outdoor TV antenna.

**Cable** In addition to carrying the digital signals from local TV stations, cable systems can also offer a long list of HD services, including Discovery, ESPN, HBO, Showtime, STARZ!, The Movie Channel and many other cable favorites. Cable reception requires a subscription and a cable tuner, which can be built into the HDTV or exist as a separate, set-top box.

**Satellite** You can also receive many of the same cable HD channels from the DIRECTV and DISH Network satellite services. DIRECTV also offers subscriptions to over 100 NFL games in HD, while DISH Network offers 31 national HD channels. Satellite TV reception requires a subscription, at least one satellite dish and a set-top box.

**Blu-ray Disc and HD DVD** The latest HD video disc players show off your HDTV at its very best. Witness stunning 1080-line HD pictures. Prepare yourself for up to 7.1 channels of Dolby TrueHD or DTS-HD surround sound. And get ready for interactivity that leaves conventional DVD far behind.

**Upconverted DVDs** While not true High Definition, DVDs can deliver improved picture quality.

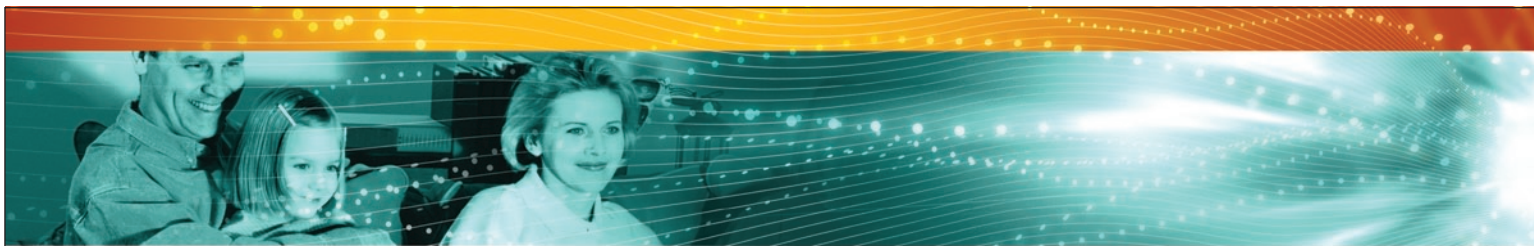
**Videogame Consoles** The Microsoft Xbox 360 and Sony PlayStation 3 consoles play the most advanced, pulse-pounding games in brilliant High Definition. There's more. Every PS3 console includes Blu-ray Disc playback, while the Xbox 360 console offers HD DVD playback via an optional accessory.

**Digital Video Recorders (DVRs)** Now you can pause live HDTV, record HD shows when you're away and even watch one HD channel while you record another. Available from electronics companies and selected cable and satellite providers, High Definition DVRs let you declare independence from network schedules.

**Video on Demand (VOD)** In addition to HD cable video on demand, the MovieBeam HD service automatically delivers movies to a set-top player. Then you can view the movies of your choice with familiar player controls such as Pause, Fast Forward and Rewind.

T:9 in

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**Camcorders** Imagine shooting your own comic short in High Definition and posting it on the Internet for all the world to see! Imagine saving your precious memories in HD -- those soccer games, school plays, recitals, vacations and birthdays. A growing range of camcorders shoot and capture HD onto tape, optical disc, hard disk or flash memory cards.

**Digital Cameras With HD Output** Some of the latest cameras can deliver a High Definition picture to your HDTV via the component video inputs. So you can see more of your megapixels right on the TV screen. And you can share your pictures in glorious HD with the whole gang.

**PCs** Some of the latest Windows Vista and Windows Media Center PCs have a talent for High Definition entertainment. Selected PCs can act as an HD digital video recorder, enabling you to pause live TV and record programs for viewing at a later time. Some PCs include Blu-ray Disc or HD DVD recording and playback, while Apple Macintosh computers can play Blu-ray Disc content using an optional drive. And some computers connect directly to your television for viewing this HD content on the big screen.

**PC Extenders With HD Output** Even if your computer doesn't connect directly to your television, another device can: the PC extender. Extenders such as Apple TV connect to your computer via Ethernet and can bring pictures, music and selected, compatible high definition content to your entertainment system.

**Downloads** Services such as CinemaNow and MovieLink enable you to download movies to your PC. Now both services offer material in High Definition.

## Watch Better Pictures

Along with this wealth of new High Definition source material comes a new generation of HDTVs. Compared with their predecessors, these televisions achieve higher resolution, richer contrast, more vivid color

and offer superior digital-to-digital connections. If you purchased your HDTV a few years ago, it may be time to move it to another room and a step up to a new HDTV.

**Bigger Pictures** An important part of the High Definition experience is size. To really appreciate the HD picture, the viewing distance can be as close as 1.5 times the screen diagonal, or as far as 2.5 times. You can use 2.0 times as a rule of thumb. If you're sitting ten feet from the screen, that translates to a screen size of 60 inches diagonal.

**Higher Resolution** In the early days, few televisions could reproduce the full HD picture on a pixel-for-pixel basis. But today's HDTVs can. You'll see a full 1080p (1920 pixels H x 1080 pixels V). So you can enjoy all the resolution, all the detail, all the definition of High Definition.

**Better Connection** Another way to upgrade your viewing is to connect via the High Definition Multimedia Interface (HDMI). Unlike analog connections, HDMI preserves your HD video and audio signals with pristine digital clarity.

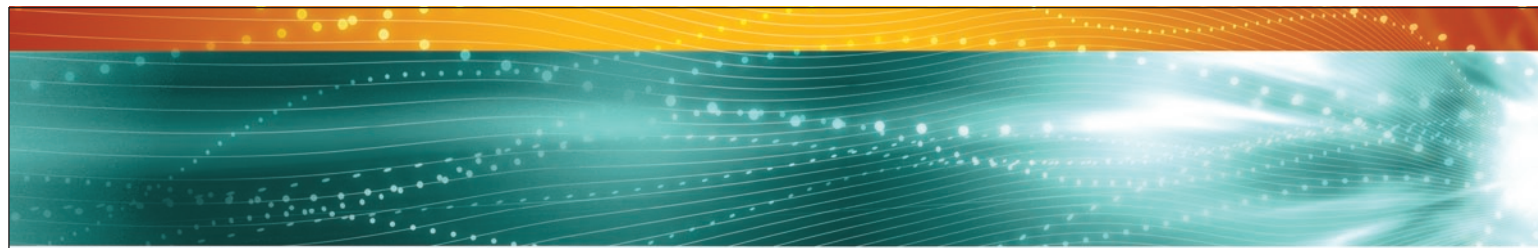
## Hear Better Sound

HD also means high-performance digital audio. So you can hear everything from a lover's whisper to the most massive explosions and car crashes. High Definition also supports surround sound. So you can be immersed in HD concerts and sports, or find yourself surrounded by the action in HD movies.

For example, HDTV broadcasts can feature Dolby Digital 5.1-channel surround sound. Other HD sources such as Blu-ray Disc and HD DVD can go even further with uncompressed PCM digital audio or the latest lossless, 7.1-channel systems, including Dolby TrueHD and DTS-HD coding.

T:8 in

T:9 in



If you're currently listening to your TV's built-in speakers, you can make the HD experience far more intense with an audio upgrade.

**A/V Separate Components** give you the greatest flexibility to pick and choose exactly the features you need. So you can choose larger speakers, or speakers that mount on wall brackets, or even speakers that mount inside the walls or ceiling. Component A/V receivers also typically offer the latest features. For example, HDMI outputs enable the highest quality connection to your television. A/V receivers with 7.1-channel capability and HDMI can deliver either Dolby digital or DTS-HD sound from cutting-edge sources, such as Blu-ray Disc and HD DVD.

**Home Theater in a Box** This is an easy, affordable way to add surround sound to your HDTV. Here in a single purchase is an A/V receiver and a full set of surround sound speakers. A set of 5.1-channel speakers includes Left, Center, Right, Surround-Left and Surround-Right full-range speakers, plus a Subwoofer for low-frequency effects (the ".1" channel). The wide range of Home Theater in a Box systems enables you to choose a package that meets your performance requirements and blends in with your décor.

## Complete the Picture

To put the finishing touches on your HD experience, it helps to have the right connections, including cables, interfaces and integration touches. These can enhance the picture and sound – and make it far more convenient to enjoy and control your HD experience.

**HDMI Connectivity** To maintain your digital HD picture and sound at the highest quality, the best way to connect is by High Definition Multimedia Interface (HDMI). And the most recent version of HDMI supports lip-sync correction, "Deep Color" and "xvYCC" color standards, as well as the latest Dolby TrueHD and DTS-HD audio. Ideally, you'd want HDMI 1.3 interfaces on all your HD source components, your A/V receiver and your HDTV.

**MP3 Playback** Selected A/V receivers expand your entertainment options with a USB interface to accept music from a portable MP3 player.

**Digital Radio** Some A/V receivers accept optional modules for tuning in HD Radio broadcasts or for the Sirius or XM satellite subscription services.

**Multi-Room/Multi-Zone Systems** To extend the entertainment throughout the house, today's advanced A/V receivers let you route several simultaneous sources to different rooms.

**Infrared Receivers and Repeaters** let you control home automation products, including light dimmers, window curtains, and HVAC.

**12-Volt Triggers** can automatically activate a motorized screen when you switch on a video front projector.

**RS-232 Interface** helps control A/V servers and multi-disc changers, making it easy to find exactly the entertainment you're looking for.

**Programmable, Unified Remote Controls** can bring it all together, enabling you to operate even advanced systems from a single, hand-held controller.

## Your Move

There's a great big world of HD entertainment just waiting to be explored.

See for yourself the new range of HD sources.

Witness the new power of HD televisions.

Experience the new capabilities of surround sound.

And find out how easy it is to bring it all together.

T:9 in