

Things to know about buying a Digital Television (DTV)

1. Select the range of screen sizes for your room
 - a. Measure the distance from TV to sitting area in inches
 - b. Divide by 2
 - c. Measure the distance from TV to sitting area in inches
 - d. Divide by 3
 - e. This will give you a range of screen sizes from which to choose

2. Choose an aspect ratio
 - a. Once you know the right size for your room, consider the screen shape or aspect ratio (proportion of screen's width to height). You can choose between widescreen (16:9) or standard (4:3). Many DTVs and virtually all HDTVs are widescreen (just like you see in a movie theater) – it's the format of the future. A 16:9 set is perfectly suited for watching widescreen programming, like HDTV and DVD movies. Most widescreen sets can adjust standard content to fill a widescreen picture, whereas standard sets show widescreen content with black bars above and below the picture (letterboxed).

3. Select your image quality

DTVs come in three basic types based on the maximum resolution they can display:

SET TYPE	LOGO	RATING	MAXIMUM RESOLUTION
High Definition Television		Best	720p and higher
Enhanced Definition Television		Better	480p and higher
Standard Definition Television		Good	480i or less

High-Definition Television sets can display HD programming at their highest resolution, while Enhanced-Definition and Standard-Definition sets do so at reduced resolutions.

4. A TV or video display's resolution is measured in two ways:
 - a. How many **pixels**, or picture elements, it can display vertically on the screen. An HDTV can display at least 720 vertical pixels. A lower resolution DTV may only display 480 pixels or less. The more pixels, the better the picture.
 - b. How the picture is drawn (**scanned**) on the screen. This can be either all at once ("progressive scan") or in two passes ("interlaced scan") – abbreviated "p" or "i" respectively. Progressive scan provides a smoother, flicker-free picture. For watching HD programming, you'll need a set that can display 720p or greater.

5. Pick a display style

Style	Technology	Max Screen Size	Benefits	Best Suited
Flat Screen	LCD or Plasma	100+ inches	Wall mountable, Décor friendly, Film-like image	Family rooms, Bedrooms, Tight spaces
Rear Projection	DLP, LCD, CRT & LCoS	100+ inches	Large screens, Bright pictures, Thin "micro-display" models	Media and recording rooms, Large spaces
Direct View	CRT (tube)	Up to 34"	Most affordable, Brightness contrast and viewing angle	Bargain basement prices, All HD content
Front Projection	DLP, LCD, CRT & LCoS	Virtually Unlimited	Super large image size, Bright pictures, Cinema-like experience	Home theaters, Light controlled rooms

6. Five other tips to remember when shopping:
 - View a set from the same distance that you'll watch it at home
 - View from the sides, above, and below to judge a set's viewing angle
 - Consider how you will route signal and power cables, particularly if wall mounting
 - Ensure the set fits in/on your media furniture
 - Compare remote controls and on-screen menus
7. One more important consideration when deciding on a new DTV/HDTV is the number and type of inputs and connections.
8. Does the television support a CableCARD™?

Important Note: For clarification ask your sales associate if the television is capable of supporting a 2-way CableCARD™ prior to purchase.

- a. **M-Card:** A 2-way CableCARD™ supports both sending and receiving a signal. For example: you receive information about Video On Demand movies (VOD) and you send information to MPW Cable to order movies. This will also eliminate the need for a digital converter box.
- b. A one-way CableCARD™ will allow only a signal to be received by you. You can not send a signal or communicate back to MPW Cable. In order to have all the features of digital, such as the interactive on-screen TV Guide, you will still need a digital converter box.

9. Include essential extras
 - a. There is no easier way to simplify your A/V system than with a universal remote that can control all of your devices. Programming these remotes has never been easier. Choices range from inexpensive to touch-screen models.
 - b. Having the right A/V cables is essential to connecting your equipment and getting the best possible picture available. Also, some video game consoles need special adapters to output HD video. Finally, don't forget speaker cable.
 - c. Furniture can make a home entertainment system. Consider a wall mount for your flat panel display, A/V racks or stands for the audio equipment and even custom home theater seating to complete the look.

For more details about the purchase of a new Digital TV (DTV) visit: <http://www.myceknowhow.com/digitalTelevision.cfm>