

# RCA

# STAY TUNED



## Don't Miss an Episode of Your Favorite Show.

### Digital is Coming to Your TV.

The ongoing conversion may sound complicated, and even a little scary. The good news is that it's not! By February 17, 2009, all major TV broadcasting stations will be sending programming in digital format only (some broadcasters are already using this new format). RCA can help you update your analog televisions for the digital TV transition, so you won't miss a single show.

### Sometimes Change is Good.

Digital TV has several benefits over analog broadcasting, and offers improved levels of quality. Most digital broadcasters will send super sharp, high definition programs as well as multiple standard definition programs simultaneously, with these benefits:

- More **FREE** channels than ever
- Access to additional channels not available from cable or satellite
- Easy to use, effective parental controls
- Improved picture quality and clearer sound
- Enhanced services such as digital closed-captioning
- Access to more local news and weather channels.

Remember, your analog set can only show programs in standard definition. Even with a converter box and digital antenna, for true high-definition viewing, you need a high definition-enabled (HDTV) television.

### What it Means for You.

If you have an analog TV connected to cable or satellite services, the transition to digital may not affect your programming unless you want to add the enhanced local programming they won't be offering. However, if your analog TV relies on an antenna (as in many dorm rooms), or if some TVs in your house (garage, kids' room, kitchen)

are receiving analog signals over the air, those sets will most likely lose reception. No nightly news, no *American Idol* or *Dancing with the Stars*. And dedicated fans will lose out on the NFL, NCAA, NASCAR and Soccer broadcasts.

### 3 Easy Steps to Stay Tuned!

Luckily, the fix is simple. Here's how you can make sure all of your TVs transition smoothly to digital broadcasts:

1. Identify those old TVs with analog technology
2. Purchase a Converter Box and connect it to your analog TV. Check out [www.dtv2009.com](http://www.dtv2009.com) or call 1-888-DTV-2009 for a coupon worth \$40.
3. Connect an RCA antenna to optimize your digital reception

### Relax. It's RCA for Digital TV.

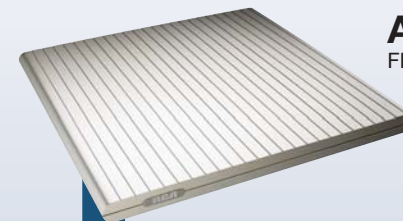
When you select the RCA ANT1500 indoor antenna, you'll get outstanding reception of digital signals without losing any analog signals. This means a better picture and more dimensional sound (when compared to standard analog broadcast television). Unlike rabbit ears, with its patented multi-directional design capturing signals from every broadcaster, you won't have to adjust it manually to receive your favorite channels. Easily installed in whatever way meets your needs: whether it is standing, hanging or lying flat you get trouble free operation with maximum reception. It delivers the perfect signal to your tuner for optimum possible results.

### Stay Tuned!

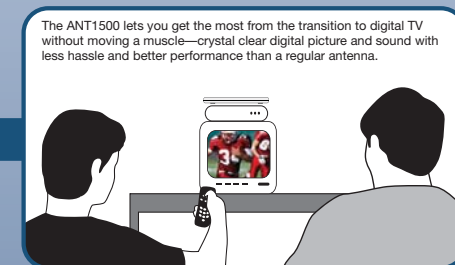
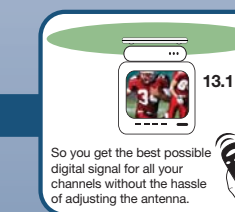
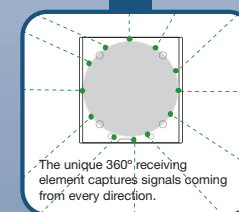
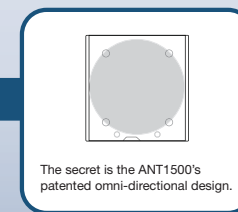
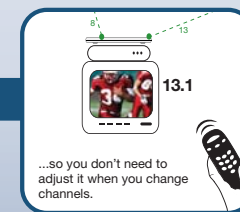
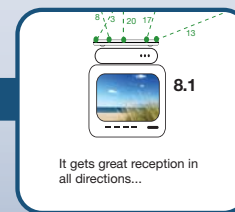
Need more details on the transition? Just visit our website at [www.StayTunedToTV.com](http://www.StayTunedToTV.com) for more information.

### Find the Secret to Great Reception.

With a flat, streamlined design and effortless installation, the RCA ANT1500 offers outstanding digital reception and hands-free operation for a better viewing experience. Its unique 360 degree reception adjusts automatically to changes in digital signals. So you can surf channels at will and still enjoy the view.



**ANT1500**  
FLAT MULTI-DIRECTIONAL INDOOR ANTENNA



\*Coupon is available to first 22 million consumers, limit 2 per household, some restrictions may apply.  
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