



# DIGITAL TV... Be More. See More.

You may have heard that television broadcasting is undergoing dramatic changes. These exciting changes mean you'll enjoy KCPT and PBS programs with color, clarity and sound like you've never experienced before.

KCPT Digital TV is currently being broadcast all over the KCPT viewing area, offering all the programs you enjoy on "regular" KCPT: Nature, NOVA, Antiques Roadshow, Tavis Smiley and more.

**WAYS TO WATCH KCPT DIGITAL TV** There are several ways to enjoy KCPT Digital TV. With a tunable digital television or a digital television receiver (available from your local cable TV provider), you can choose from multiple KCPT channels, including programming in spectacular high definition. You can watch our new channels on your current TV with an optional DTV tuner. However, if you combine a DTV receiver with a high definition monitor, you will see that KCPT has never looked so good! Here's a breakout of the various options:



**OPTION 1:**

Use a new digital tuner with your old TV and antenna (Known as digital terrestrial television or DTT)

Features include:

- Better picture
- All the digital channels
- View HD programs but at lower than HD quality
- No monthly subscription fee



**OPTION 2:**

Use a new Digital TV (with built-in digital tuner) and your old antenna  
Features include:

- Much better picture and sound
- All digital channels
- HD programs at full digital quality
- New widescreen format
- No monthly subscription fee



**OPTION 3:**

Use a new or old TV with a digital subscription to a program provider (cable or satellite)

Features include:

- Quality picture and sound
- Complete access to KCPT digital channels
- KCPT's HD channel is available on TimeWarner, Everest and other cable company digital packages
- Requires subscription fee to cable or satellite provider

## Frequently Asked Questions

### What is digital television and why are we changing?

The picture you currently receive is based on a 50 year-old analog transmission system. In December 1996, the FCC approved plans for a new era of television - digital television.

In the new digital system, images and sounds are captured and transmitted using the same digital technology found in computers. Current analog systems are often subject to ghosting, impulse noise, color errors and snow. Digital TV systems do not experience these flaws, so you get a much better picture and crisper, cleaner sound.

This digital revolution will not only dramatically improve the quality of the television picture, but also will make possible multicasting, the over-the-air delivery of several simultaneous channels to viewers. Digital television makes it possible for us to simultaneously offer both high definition television and standard definition television in a multicasting environment.

Converting to Digital TV nationwide also will free up parts of the finite, valuable broadcast spectrum for use in vital services including public and safety services (police and fire depart-

ments, emergency rescue) and advanced wireless services. The FCC has mandated that by February 18, 2009, all analog transmitters will be turned off, freeing this spectrum space for the uses listed above.

### What is high definition television?

Digital technology allows KCPT to broadcast programs in much higher quality and clarity than with analog television. Programs broadcast at the highest level of quality are referred to as High Definition or HD. With up-to-date television sets, viewers will be able to receive high-quality, crystal clear pictures on their televisions, which will be displayed in a wide screen format with CD-quality surround sound.

### What is standard definition television?

Some programs may be broadcast at a slightly lower quality than HD and are referred to as Standard Definition or SD. These programs can be in the widescreen format. In general, the quality of the SD picture will surpass what you see on your older analog television set.

### What is multicasting?

This new technology allows KCPT to broadcast several channels simultaneously. We are currently transmitting three Standard Definition (SD) channels and one High Definition (HD) channel on our digital transmitter.

### Do I have to buy a new television set? Will I be able to watch DTV on my old set?

You can continue to use your older television set, but you will need to purchase a separate digital tuner or subscribe to an alternate program provider (such as cable or satellite) if you want to experience digital television. Bear in mind that your older analog television set will not display digital programming with the clarity and quality of an up-to-date digital set, nor would you have the other benefits of digital, such as datacasting and interactive functions. To experience the full benefits of digital television, viewers will need new digital television sets. Note: published reports state that it is likely that if you do not wish to buy a new television, you can opt for a digital-to-analog converter box, which manufacturers estimate will cost about \$50 by 2009. Reports also state that the approved U.S. Senate package may dispense government subsidies to households, which may request up to two \$40 vouchers to use toward purchasing these set-top tuners. This remains to be seen.

In addition to our digital broadcasts, we will continue broadcasting an analog signal until February 18, 2009. Congress and the FCC have mandated that all US television stations discontinue analog transmission at that time. Until then you can watch your favorite public television programs without having to purchase a new upgraded set or a separate digital tuner.

### What types of TV screens will work with KCPT Digital?

Types of screens that will work are pretty much the same as the ones that will work with analog transmissions. These include CRT (cathode ray tube), rear projection TVs, video projectors and flat panel TVs.

### Do I have to use an antenna again? What about cable or satellite?

If you use an existing rooftop antenna, you should need only to connect your antenna wiring to your new DTV tuner or digital television.

### How much do digital televisions cost? What should I look for?

Prices for digital televisions continue to drop. Cost varies widely depending on the size, the level of capability and the options provided. Some sets include analog and or DTV tuners. Be sure that your set includes a digital tuner or expect to make alternate arrangements with a television provider such as cable or satellite.

To enjoy the highest quality HD picture, look for a set capable of displaying 1080 lines on the screen and a high resolution of at least 1920 X 1080. Sets with higher contrast ratios will make the picture more crisp and realistic. Note that the labeling on some sets claim to be "HD compatible" while only having a limited display of 480 or 720 lines. Digital set top tuners for your older analog televisions are available now. Shop carefully and speak with a well informed sales person.

### Can I use my existing VCR or DVD player?

Yes. HDTV sets are "backward compatible," meaning existing analog equipment including VCRs, DVD players, camcorders, video games, etc. will work on digital TV sets; though not in high definition. Video will be presented in the maximum resolution available with each product.

### How do I view KCPT's digital channels?

You can receive digital signals by attaching a set-top digital tuner box to your regular television. The box, available wherever TVs are sold, attaches to your TV set like a DVD player. Regular (analog) televisions will not pick up digital signals without a set-top digital tuner box. A few digital television sets come with the digital tuner box already installed. Other digital televisions, like high definition (HDTV) sets, pick up the better picture quality of KCPT's digital signal, but not the extra channels unless a set-top digital tuner box is installed.

### How do I know what's on?

Many television listings do not yet carry complete KCPT digital channel schedules. The most up-to-date schedule listings are available at KCPT.org. We also list HD highlights in our bimonthly member magazine, which is available to our members. You can also use the on-screen program guides provided by your cable and satellite service or on KCPT's digital channels.

More digital information can be found at KCPT.org under the "Frequently Asked Questions" section. Please keep us informed of your experiences with KCPT's digital menu so we can continually improve our service.

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