

Are you prepared for the Digital Transition?

By February 17th 2009, all TV broadcasters will switch their television signals from analog to digital technology...are you ready?

Digital Transition Options at a Glance

Options	Details	Consumer Action
Subscribe to Cox and make sure all TVs in your home are connected	All customers will continue to receive signals, even on additional outlets, for at least three years after the transition	None necessary.
Purchase a new TV with a built-in digital tuner	TVs with a built-in digital tuner need no additional equipment to view broadcast signals	Check your TV owner's manual. TVs purchased after March 1, 2007 and those sold in recent years that are 25 inches or larger have digital tuners embedded so a separate converter is not needed to receive and display the over-the-air digital signals.
Purchase a converter box to use with an analog TV	The boxes, for use with older, analog TV sets, will be available for purchase in retail locations in the first quarter of 2008.	Starting January 1, 2008, all U.S. households will be eligible to request up to two coupons, worth \$40 each, to be used toward the purchase of up to two, analog-to-digital converter boxes.

For more information, visit www.dtvtransition.org.

Understanding the Digital Transition

Have you heard about the Digital Transition?

You may have heard about it and wondered what it means to you, or have no idea what we're talking about. Either way, your friends at Cox would like to clear up some of the confusion and help you prepare for the Digital Transition.

What is the Digital Transition?

The Digital Transition is the time period during which TV broadcasters will switch their television signals from analog to digital technology. The United States Congress has mandated that by February 17, 2009, all television broadcast stations must return their analog spectrum to the government and broadcast only in digital signals over the public airwaves. After this date, all analog television sets that rely on "rabbit ears" to access local broadcast stations will not be able to receive any signals.

Why a Digital Transition?

The government is implementing this change to reduce the amount of signal spectrum used by the nation's TV broadcasting system, freeing up extra capacity for first-responders such as local police and fire departments to enhance their ability to react to emergencies. In addition, changing to digital broadcasting lets TV stations send clearer signals through the air. Your TV's picture and sound quality will now be even better.

Please review the enclosed information on how the Digital Transition will effect you and how you can prepare your televisions to receive this enhanced digital signal. For more information, visit www.dtvtransition.org.



COX Digital CableSM

Are your televisions ready for the Digital Transition?

If you have an older television not connected to cable in your home, you will need to determine if it has a digital tuner. Typically, TVs purchased in the last few years that are 25 inches or larger have digital tuners built-in, so a separate converter is not needed to receive and display over-the-air digital signals. Check your owner's manual or contact the manufacturer to be certain.

Here are some general guidelines to determine if your TV has an built-in digital tuner:

- If you bought your TV set before 1998, it most likely doesn't have a digital tuner.
- If you bought a big-screen, projection TV between 1998 and 2004, it's possible there is a built-in digital tuner, but chances are there may not be. Only a limited percentage of projection TV sets (generally only those 42 inches or larger) included digital tuners before 2004.
- If you've purchased a new TV since 2004, chances of having a built-in digital tuner improve dramatically. Starting in 2004, many of the TV sets sold at popular electronics stores featured digital tuners that will let you receive the new digital over-the-air broadcasts starting in February 2009.

What should I do if my TV does not have a built-in digital tuner?

If you determine that you have an analog television that is not connected to Cox, you have three options to prepare you for the Digital Transition:

1. Connect all TVs in your home to Cox Cable

If you are a Cox Cable customer and have a TV in your home that is not currently connected to cable, you can call us to schedule an additional outlet installation. All TVs connected to Cox will receive these broadcast television stations, and many more. Cox customers will not need to take any action to receive digital programming as a result of the broadcast DTV transition. Cox will continue to offer analog broadcast signals to customers who do not receive Cox's digital services.

2. Purchase an analog-to-digital converter

You can purchase an analog-to-digital converter for use with your existing analog-only television. If you decide to purchase a converter, the government will help you pay for it. Beginning January 1, 2008, consumers can apply for up to two \$40 coupons to be used towards the purchase of an analog to digital converter. Consumers may call 1-888-DTV-2009 (1-888-388-2009) for updates. Coupon program details, frequently asked questions and additional program information are available online at www.dtvtransition.org. The converter boxes are slated to be available for purchase in first quarter 2008 at select major electronics retailers.

3. Purchase a new digital television

If you're in the market for a new TV, don't let this issue confuse you. As of March 1, 2007, U.S. retailers were no longer allowed to sell analog-only TVs. New TV sets 13 inches and larger include embedded digital tuners, the necessary technology to receive digital signals. In fact, most televisions sold in recent years that are 25 inches and above already have a digital tuner included. If you are unsure about your existing television, check your owner's manual or go to the manufacturer's website for more information.

your friend in the digital age[®]

