



DIRECTV HD: The Next Step in the Evolution of Television

You can't turn on the TV these days without hearing about HD, or high-definition, television. So if you don't already have it, you may indeed be wondering what the big deal is. When you experience it for yourself, you'll immediately know the answer. In the meantime, you'll want to know what HD has to offer that standard-definition (SD) doesn't.

It's all about the detail. With SD, the picture is composed of 480 horizontal lines of resolution. HD, on the other hand, gives you either 720 or 1080 lines. More lines mean more detail, resulting in a crisper, more lifelike picture.



Enjoying DIRECTV HD: A Checklist of What You'll Need:

It's easy to start enjoying DirecTV's HD channels. You just need to make sure you have an HD-ready TV, order a HD receiver and add HD Access (\$10.00/mo.) to your base package.



An upgrade to a HD receiver is **\$99.00**. (One time fee)
We will come out and install the receiver, and change out your dish to a HD at no additional cost.

****For all existing DirecTV Customers****

If you currently have DirecTV service, you do not *HAVE* to upgrade to HD. The current equipment that you have will still receive a satellite signal. The only exception is if you are receiving any sort of signal from an antenna or rabbit ears. In order to continue to receive that signal after February 2009, you will need to purchase a converter box. The boxes are expected to cost between \$50-\$70 and will be available in most major electronics retail stores. To request a coupon for the boxes to help off set the cost, you can call 1-888-388-2009.