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**Home Cinema**

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**Get set for  
digital TV**

We have <sup>the</sup> **knowledge!**

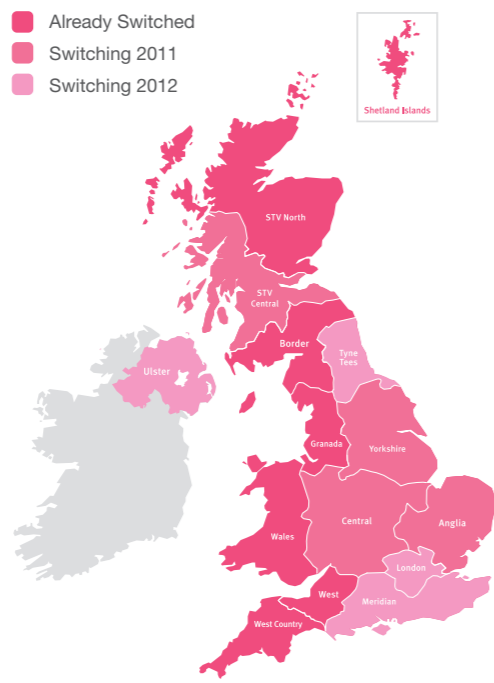
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**richerSOUNDS**

# Why switch to digital TV

Going digital is the biggest thing to happen to television since colour, with TV transmitters all over the UK switching from analogue to digital.

Great news: you'll get better picture quality and dozens of new channels. And it works with your existing TV and aerial – all you need to do is add an affordable set-top box to start seeing the benefits (you'll have to get one by the time your region switches over anyway). And if you've bought a digital-ready TV then, hey presto, you've already got everything you need.



The digital TV switchover is happening right now. You can tune into digital already, but by the end of 2012, all transmitters across the UK will have turned off the old analogue broadcasts and will be exclusively broadcasting in digital. You can check when yours is switching at [digitaluk.co.uk](http://digitaluk.co.uk) – or ask one of our Richer Sounds experts in store.

Digital TV means much better picture quality than old-fashioned analogue. And more channels – most households can get around 40 channels and all households should get at least 20, including the big five plus BBC3, ITV2, E4 and more. On top of TV, there'll also be dozens of digital radio stations and with the

**2011 final switchover dates:**

<b>Anglia</b>	
Tacolneston	23.11.11
<b>Central</b>	
The Wrekin, Bromsgrove, Ridge Hill, Lark Stoke	20.04.11
Waltham	31.08.11
Sutton Coldfield, Fenton	21.09.11
Oxford	28.09.11
<b>STV Central</b>	
Black Hill	22.06.11
Craigkelly	15.06.11
Darvel, Rosneath	25.05.11
<b>Yorkshire</b>	
Belmont, Olivers Mount	17.08.11
Chesterfield, Sheffield	24.08.11
Emley Moor	21.09.11
<b>Regions switching in 2012</b>	
UTV, Tyne Tees, London, Meridian	



right set-top box you can even get high definition TV for free.

If you've bought a new TV recently, it might be digital-ready (look for the "digital tick" logo), in which case it will already work with the new digital broadcasts. Otherwise, you can use either an affordable digital set-top box or a PVR (personal video recorder) to enjoy digital broadcasts on your existing TV and aerial.

Whichever you choose, you'll get benefits including great picture quality, seven-day EPG (on-screen TV listings or 'electronic programme guide'), audio description and subtitling.

## Your FAQs Answered

### Will I need a new aerial?

No, most people won't need a new aerial. Most rooftop aerials work fine with digital, as do some set-top aerials. To test your aerial strength visit Teletext page 284.

### What if I have bad reception?

If you do have a poor signal you can either get your rooftop aerial adjusted or have a better one fitted. Be sure to use a Registered Digital Installer with the "digital tick" logo – they'll have been trained and security-checked. Alternatively, use a satellite dish and watch digital television through freesat instead of Freeview.

Our experts in-store can help you make the right choice for you.

### Can everyone get digital TV?

A few households can't currently get a signal, but the digital switchover will help. The minute the old analogue transmitters are switched off, there will be more capacity for the digital signal. Ask one of our team in-store for advice on your area. And freesat free digital satellite viewing is always an option if digital terrestrial reception is likely to be a problem.

# digital

## Three ways to get digital

### Freeview TV

Most new TVs – and pretty much every single one we sell at Richer Sounds – have a Freeview digital tuner built in. That means you can simply plug them into your existing aerial and enjoy the crisp picture quality and dozens of channels offered by digital television right now. Buying a new telly? Look for the "digital tick" logo.

### Digital PVR

A step up from a set-top box, a PVR lets you record one digital channel while you watch another. Programmes are recorded on a hard drive and there's enough room for many hours of recordings, all of which are stored by name in an easy-to-use menu. PVRs even let you pause live TV if the phone rings or you want to make a cuppa: press play when you return and the programme picks up where you left off. You can even rewind live TV to see a goal or hear a joke you missed. We think these features are well worth spending a little more on. Ask in-store for a demonstration and judge for yourself.

### Digital set-top box

Your main TV might be digital already, but set-top boxes are ideal for updating other TVs around the house. Convert an existing TV and aerial to digital by adding an affordable Freeview set-top box. Or use a freesat set-top box and a satellite dish. Either way, you'll get all the benefits of digital TV very affordably. A new remote control will let you navigate new features such as the EPG's on-screen TV listings.

**"Even if your area hasn't switched over yet, you can start watching digital TV now. The switchover date is when the old analogue broadcasts stop"**

Wasim - Prestwich store





## Free HD

Digital TV means not just more channels than traditional analogue TV, but also much better picture quality. If you have a high definition (HD) TV, or are thinking of buying one, then to get the best out of it, you want a high definition digital service – with pin-sharp pictures that bring sport, wildlife documentaries and movies to life. Digital HD also gives you better quality surround sound that's perfect for hooking up to a home cinema system.

Confusingly, the latest TVs say "HD ready" on the front, yet most of them won't give you a high definition picture if you just plug them into an aerial. You need an extra box to supply the HD signal to the TV.

There are two ways to get high definition TV without paying a monthly subscription: Freeview HD (through an aerial) and freesat HD (through a satellite dish). And as with non-HD, you can either buy an affordable set-top-box or spend slightly more and get a built-in PVR (personal video recorder). Not all the channels you watch will be in high definition, but you will get all the usual benefits of Freeview or freesat plus a handful of great HD channels from broadcasters including the BBC and ITV.

**"It costs less than you think to go digital. Our set-top boxes can cost less than a nice meal out!"**

Andre -  
Brighton store



## Subscribing to Digital

If you're happy to pay a monthly subscription, there are even more digital TV options. You can subscribe to a satellite service (e.g. Sky), a cable TV service (e.g. Virgin Media) or a broadband-based service from your phone provider (e.g. BT Vision). These typically buy you even more channels and you can choose the package that suits you – for example lots of sports channels, lots of movies, or both!

Shop around for a good deal on a package that gets you the channels you want and also broadband internet and phone calls for one monthly fee. But remember, you don't have to pay a monthly subscription to get digital TV, or even HD. If you want to keep things simple, you can just get Freeview or Freesat and still enjoy the benefits of going digital.

## Top Up TV

If you want to keep your options open, you could buy a Freeview PVR with a Top Up TV card slot. You can enjoy Freeview digital channels for free, but if you do want more channels at a later date you can subscribe to Top Up TV without buying a new box. Our in-store experts will be happy to show you the models in our stores that have this feature.



## TV For Free

**Don't want HD?  
There's still a digital TV service for you...**

### Freeview

A digital-ready TV, Freeview set-top box or Freeview+ PVR gets you up to 50 digital TV channels plus 24 digital radio stations. And it's done through your existing aerial, so there's minimal cost and minimal disruption. Plus, no monthly subscription.

### freesat

A freesat set-top box or freesat+ PVR gets you around 80 digital TV channels plus 38 digital radio stations. If you already have a satellite dish on your house, you can probably hook the box up to that. If not, you'll need to get a dish installed. Again, there's no monthly subscription.

**"Digital HD services don't just give you a better picture than standard digital – the surround sound is better quality too."**

John -  
Leeds store



# Jargon Buster

## Audio description

Digital TV offers subtitles for the hard of hearing and also audio description for visually impaired people. Selected programmes have the option of a verbal description of what's happening on-screen in between the dialogue, a bit like a narrator telling a story.

## EPG

All digital TVs and set-top boxes include an "electronic programme guide". This is a full seven-day TV listing for all your channels laid out as a big menu. Use your remote to move around and find out more about programmes. If you have a PVR you can simply hit the record button when you like the look of something.

## PVR

A "personal video recorder" acts like a digital set-top box but also lets you record one digital channel on its hard drive while you watch another. You can even pause and rewind live TV if the phone rings or you miss a goal. PVRs are also sometimes known as DTRs (digital television recorders).

## Retuning

You may have heard about needing to "retune" your Freeview box after the digital TV switchover. This is very simple – and one of our team will be happy to talk you through the steps (you essentially choose an option from an on-screen menu, the same as tuning your Freeview box when you first set it up). Freesat boxes don't need retuning.

**“Find out everything you need to know about the digital switchover in your region by talking to our in-store experts.”**



## Top Upgrades

**Saved money by getting subscription-free digital TV? That means you can splash out on a few accessories to get the most from it...**

### Home cinema

Once you've seen the difference digital makes to your picture, you will probably want to consider getting serious sound to go with it. With cinema-style "it's behind you" surround sound speakers and the powerful bass of a subwoofer, all you need to do is add popcorn. We have demo rooms in most stores so you can hear the difference yourself with our experts there to help you build a home cinema system that's right for your home, your budget and your needs.

### Interconnects

Whether you're planning to just bask in the improved picture and sound quality digital TV brings, or use digital TV's arrival as an opportunity to boost your system's capabilities, you need good quality interconnects (cables) that match the

system to get the best from your TV. Our in-store team can advise you on the best cables to run from TV to hi-fi for top-quality digital radio, from TV to a home cinema amplifier and more.

### PVR

A set-top box is fine for turning a TV in the spare room on to digital, but for your main TV it's worth spending a little more on a personal video recorder (PVR). Ask in-store for a demonstration of their amazing features.

### Scart and HDMI cables - the digital difference

If your TV and sources have HDMI sockets then it's a must to use an HDMI cable rather than an old-fashioned scart lead. Audio and video are carried digitally by HDMI which means an enormous difference in quality.

## Why Richer Sounds?

At Richer Sounds we have a proud and long history of selling high-quality audio-visual equipment. Our prices are unbeatable and our in-store teams are extensively trained when it comes to digital televisions (and hi-fi, home cinema, wireless streaming and much more!). Come in to see us and we won't just tell you about what digital TV can do for you - in most locations, we'll show you in one of our demo rooms.

- We're qualified to sell digital TV: every person in our sales team has passed Digital UK's training and each of our stores has been awarded Approved Digital Advisor Stores status. That means we don't just know all about the kit, we also know what's happening locally with the digital switchover.
- We'll think about the bigger picture so you don't have to - our knowledgeable team will make sure you have all the right cables, etc.
- Our digital TVs and set-top boxes range from the very affordable to high-end models with all the bells and whistles, so we have something to suit every budget. We even have a home installation service.
- Demo rooms, in most stores, let you see our TVs, test our PVRs and hear our hi-fis in a home-like environment.
- We are known for selling our TVs & accessories at the very best prices. In addition to this, our price beat guarantees that in the unlikely event you find anything cheaper in-store or online we'll not only match but beat that competitor's price.

**Come in and let us help you switch over to digital...**

