



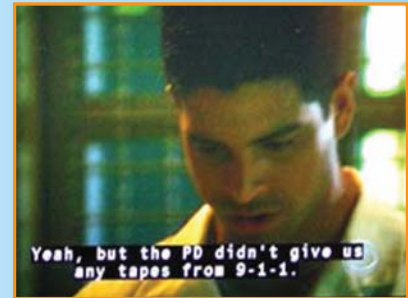
Digital Television Enhances Closed Captioning

The transition to digital television is coming in June 2009 and with it brings greatly improved closed captioning options. Digital television (DTV) offers higher resolution pictures, a wider aspect ratio, better signal reception and many new data features like multicasting and new digital closed captions. The clarity and brilliance of digital television is far superior to analog television. The Consumer Electronics Association (CEA)[®] has developed the technical standards for displaying closed captions on digital televisions. In fact, the standard, known as CEA-708, is one of our best selling standards. It even won an Emmy Award in 2005. CEA-708 offers more choices of font, color and size, which can be customized by the user to suit their particular needs and results in better visibility and ease of use. A new world of exciting options is open to users of closed captions. And, we continue to make improvements to this important standard with ongoing reviews and revisions intended to further advance innovations in the system.

While the CEA-708 standard describes the process for decoding the closed caption information it is still up to the originator of the programming to provide the captions for any given program.

The old analog captions are basically black and white text with bold, italic and underline control that pop on or roll up the screen. In contrast, digital captions include user-friendly elements that make it easier for consumers to customize closed captions. Customizable features include:

- An enhanced character set with more accented letters, non-English letters and more special symbols;
- Viewer-adjustable text size, allowing individuals to adjust their TVs to display small, normal or large captions;
- More text and background colors, including see-through backgrounds to optionally replace the big black block;
- More text styles, including edged or drop-shadowed text rather than the letters on a solid background;
- More text fonts, including monospaced and proportional spaced, serif and sans-serif and some playful cursive fonts;
- Higher bandwidth, to allow more caption information, and multiple windows on the screen at the same time.



Old Analog Captions



New Enhanced Digital Captions



DTV Caption Menu



To learn more about the benefits of digital television visit www.DigitalTips.org