



HD Television?

High Definition Television is the quality standard for a new generation of devices with amazing image and sound quality.

HDTV is the next step up in quality for digital TV transmission. Utilizing technical developments from various laboratories around the world, HDTV standards have been established that form the basis for the roll-out of high quality services bringing consumers:

✓ Enhanced Picture Quality

The increased number of lines and pixels allow for greater picture clarity with rich, natural colour. Once a progressive (p) signal is used, a smooth motion portrayal free of interlace artefacts can be enjoyed. Thanks to the digital transmission technology, picture degradations like "snowy" or "ghosted" pictures are completely eliminated.

✓ Wide-Screen Display

With HDTV, content is displayed in a 16:9 picture aspect ratio - similar to the format in movie theatres. This format allows a broader field of vision and the annoying black top/bottom bars coming along with movie transmissions will no longer be a problem.

✓ Enhanced Sound Quality

HDTV can offer surround sound to create theatre quality audio experience in a viewer's home. The wide-screen high-quality image accompanied by 5 + 1 sound channels (left, centre, and right channels in the front, left and right surround from the back plus a low frequency effect channel) will give you the feeling as if you are directly involved in the action.

✓ Interoperability with other HDTV Devices

Digital satellite receivers, or set-top boxes, carrying an "HD TV" logo are designed to optimally work together with any "HD ready" logoed display device to guarantee HDTV picture quality. The similarly looking logos ensure the customer that the two products will work seamlessly together, even if they are coming from different manufacturers.

What does HD stand for?

How will I have access to HD signals at home?

HD quality entertainment needs HD equipment and HD quality signals! Such signals can originate from a wide range of sources:



Cable

Many cable systems across Europe already offer programmes in HD quality. The number of programmes available in HDTV increases every day. Please check with your cable company to find out which programmes are available in HD.



Satellite

Satellite channels broadcast many of their programmes in High Definition. This number will only increase as more films, shows and documentaries are shot in HD.



Terrestrial

HD can also be received via the roof-top antenna in some countries.



Digital Players and Gaming Consoles



Photo and Video cameras

And last, but not least, digital disc players (Blu-ray), gaming consoles, camcorders, and digital still cameras may provide HD content.

The new generation of digital video disc players, such as Blu-ray, offer an amazing cinema-like picture quality that can be enjoyed on "HD ready" display devices. Via the digital interfaces, those players optimally interface to "HD ready 1080p" labelled devices that take care of the specific nature of the movie-like motion portrayal.



DSL

In addition also modern IPTV over DSL or cable can offer HD signals.

