



Your Friend in the Digital Age

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## Digital Cable

starz

cinemax

HBO

SHOWTIME

TRU

### High Definition TV Service from Cox Communications will blow you away!



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#### HD Service

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#### What is HDTV?

High-definition television is a high-resolution digital wide-screen TV format. A high-definition TV signal has twice the color resolution and imparts a picture that is six times sharper than that provided by a traditional analog TV set. HDTV likewise provides enhanced audio, such as Dolby Digital.

An image displayed on a TV screen is comprised of small, adjacent rectangles known as "pixels." TV resolution refers to the number of horizontal lines (comprised of pixels) that are displayed on the TV screen. High-definition TVs have up to 1080 horizontal lines – more than twice as many as an analog TV set.

#### What will I need to get High-Definition Service from Cox?

In order to view High-Definition programming you will need:

- **An HD Capable TV**
- **An HD Receiver**

In order to view HD programming, you need only purchase an HD-Capable set (the one without the tuner built-in) You will be able to lease or purchase the equipment necessary to view HDTV signals delivered via Cox Digital Cable. To work with our first generation HDTV offering, your HDTV set or monitor must have a YPbPr component input.

#### Special Instructions:

*High Definition Minimum Requirements* - Consult your HD Television owners manual:

- HD monitor or HDTV set with YPbPr inputs.
- Receiver specific input requirements (i.e.. - Motorola receivers accept 720p or 1080i output - check your owners manual).
- If you have an HD satellite receiver, you must provide a video switch with YPbPr inputs

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(i.e. A/B Switch); otherwise, the Cox service installer will disconnect the satellite receiver.








- Your HD Television may need an adapter to connect to the HD Television set-top receiver.
- Must have a minimum of 2 unused electrical outlets available near the HD Television set or a power strip.
- The HD Television set top needs a dedicated electrical outlet. A second outlet must be available if an adapter is required to connect your HD monitor or set to the Cox HD set-top receiver. These outlets are needed in addition to those needed for the television and any additional components. (VCR, DVD, Stereo, etc.)





**How much is High-Definition Service from Cox?**

You can lease the HD receiver from Cox for \$9.95 per month. The HD Receiver will replace your current digital receiver if you are a Cox Digital Cable customer. With the receiver, you are able to receive ABC, CBS, FOX, and NBC as well as HBO HD and Showtime HD (as long as you are a current HBO and/or Showtime subscriber). There is a \$49.95 installation fee for HD Service.\*

For an additional \$4.95 per month (as of 3/1/2004) you can add our HD Tier which includes ESPN HD and Discovery HD Theater.\*

**What HD programming will Cox offer?**

Network	Pricing*
 Channel 700	Included with subscription to HBO
 Channel 702	Included with subscription to High-Definition Service
 Channel 704	Included with subscription to High-Definition Service
 Channel 707	Included with subscription to High-Definition Service
 Channel 711	Included with subscription to High-Definition Service
 Channel 715	Included in HD Tier \$4.95/mo. (as of 3/1/2004) - includes both Discovery HD Theater and ESPN HD
	

 Channel 721	
 Channel 716	INHD Included with subscription to High-Definition Service
 Channel 717	INHD2 Included with subscription to High-Definition Service
 Channel 740	Included with subscription to Showtime
<p style="text-align: center;">*You must be a Cox Digital Cable customer in order to receive High-Definition Service from Cox. Cox Digital Cable pricing starts at \$52.74/mo.</p>	