

SONY

**40" high-definition flat screen TV monitor
with 3D digital comb filter**

enhance your entertainment

- DVD player
- DIRECTV Satellite
- Home Theater System
- HD TV tuner

stuff you'll need

- Cityadvantage Protection Plan
- Better Cables
- Surge Protector
- TV Stand
- Professional Installation

connections

Front Panel

2 VIDEOS 2 AUDIOS



S-VIDEO



Back Panel

COMPONENT



AUDIO



OUT 3 IN

VIDEO



DVI



2 S-VIDEOS



2 ANT



Sony XBR®

TMPB031049800
SON KV40XBR800

**40" High-Definition Flat Screen TV
Monitor with 3D Digital Comb Filter**

- BBE® Sound Enhancements
- 3:2 Pulldown Detection Circuitry
- Progressive Scan
- 2 HD Component Video Inputs
- 2-Tuner Picture-In-Picture
- Optional Stand - SON SU40XBR8

Requires high-definition tuner to receive digital broadcasts

Mfg. Warranty: 24 Mo. Labor/ 24 Mo. Parts/ 24 Mo. Special Part
33"H x 43.1"W x 26.1"D, 304 lbs.

Printed 04/03/04



10/121

**No Interest
Financing***

*See Sales Counselor for details.

2499⁹⁹

Exp. 04/17/04

Akai

TMPB031050112
AKI PDP4247

**42" Widescreen Flat Panel Plasma
EDTV Monitor**

- Progressive Scan Display
- PC Display Capability
- Digital Comb Filter
- Component, S-Video & RGB Inputs
- Pedestal Stand & Wall Mount Included

Mfg. Warranty: 12 Mo. Labor/ 12 Mo. Parts
Dimensions: 24"H x 40"W x 3"D

Printed 04/10/04



10/126

SALE

plus

No Interest Financing*

*See Sales Counselor for details.

2499⁹⁹

Exp. 04/17/04

HDTV PROGRAMS

PRIME TIME PROGRAMMING

For others, HD heaven is enjoying their favorite prime time programs with enhanced clarity and digital sound. Prime time shows broadcast in HD include:

- Law and Order
- ER
- Whoopi
- King of Queens
- 10-8
- Las Vegas
- CSI
- Frasier
- West Wing
- The Practice
- The Handler
- Yes, Dear
- NYPD Blue
- Everybody Loves Raymond
- JAG / Navy NCIS
- Life with Bonnie
- Judging Amy
- Third Watch

ADDITIONAL CONSIDERATIONS

To enjoy HD programming, you'll need an HDTV upgradeable set and the appropriate set top box. Whether you're just starting out, or you already have an HD ready set, your Product Specialist can show you how to select the system that fits your home and viewing needs.



GGS-697 For store locations, visit goodguys.com

HDTV PROGRAMS

IS THERE ANYTHING TO WATCH IN HDTV?

One of the great misconceptions about HDTV is that there is too little programming to justify the investment in the appropriate equipment. In recent months, High Definition programming has exploded. Sports fans, prime time viewers and movie aficionados all have plenty to enjoy with additional programs launched every month. Space limitations allow only a sampling of available HD offerings.

MAJOR SPORTING EVENTS

There's nothing like enjoying your favorite sports in High Definition. Current offerings include:

- Monday Night Football
- Triple Crown Racing
- US Open Tennis
- Stanley Cup Finals
- NCAA Final Four
- AFC Championship
- NBA Finals
- Masters Golf

FOR MOVIE LOVERS

The number of channels regularly broadcasting movies in HD is continually growing. Channels specializing in HD movies include:

- PBS
- HBO
- HDNet
- WB
- Showtime
- UPN



TV OPTIONS

cont.

WHAT TO CONSIDER WHEN SELECTING A TV

- 1 Big, full picture screen vs. wide screen.**
You have the choice between a traditional square screen (4:3 aspect ratio) and a wide-angle screen (16:9 aspect ratio). The square screen is favorable for TV viewing, while the wide angle is better suited for movies and future technologies.
- 2 Bigger is better.**
Select the largest screen size that fits comfortably in your room.
- 3 Integrated TV set vs. display monitor.**
Traditional TV designs integrate the picture tube and tuner. However, now you have the option to purchase a display monitor, tuner and speakers separately.
- 4 High definition.**
To ensure compatibility with our future TV format, look for high definition (HDTV-ready/upgradeable).
- 5 Price.**
Prices range greatly, so determining how much you're willing to spend will help narrow your options quickly.
- 6 Financing.**
Available financing options may help you get the TV you prefer.



GGS-689 For store locations, visit goodguys.com

TV OPTIONS

UPGRADING YOUR TV?

Why should you upgrade your TV? Recently, TV technologies and designs have advanced significantly, delivering clearer, crisper pictures in smaller, sleeker packages. If you haven't shopped for a new TV in awhile, the range of choices can be overwhelming. It's important to understand all the TV options to ensure you're prepared for future technological advances.

TV OPTIONS TO CHOOSE FROM

- ▶ TRADITIONAL TUBE (CRT)**
Crisp picture. Low cost.
These all-inclusive TVs consistently deliver the clearest picture among smaller (<40") TVs, while providing an excellent value. (Approx. \$250 - \$3,000)
- ▶ REAR PROJECTION (RPTV)**
Big screen. Moderate cost.
The most popular choice for a big screen (40" - 73"). Recent innovations have delivered slimmer sets while improving the picture quality. (Approx. \$1,200 - \$8,000)
- ▶ FLAT PANEL**
Thin & sleek. Moderate to high cost.
When space is limited, consider a flat panel TV (30" - 61") using either plasma or LCD technology. Tuner and speakers may or may not be included. (Approx. \$2,500 - \$15K+)
- ▶ FRONT PROJECTION (FPTV)**
Big to huge screen. High cost.
These two-piece systems with large screens (80" - 20 ft.) deliver the most movie-like experience. (Approx. \$7,000+)



TRADITIONAL TUBE CRT TV

cont.

- 1 High Definition capability.**
For true HDTV, look for sets with resolutions of 720p and 1080i as well as a wide screen format.
- 2 Component video input.**
For the best performance from your DVD player, use component video.
- 3 Digital Video Interface (DVI).**
Ensures copy protected content can be displayed.

ADDITIONAL CONSIDERATIONS

- **Source components**
(e.g., cable or satellite, DVD player, TiVo)
- **Surround sound audio system with subwoofer**
for a complete Home Theater experience

GGS-692 For store locations, visit goodguys.com



TRADITIONAL TUBE CRT TV

Traditional Tube TVs, also known as Cathode Ray Tube (CRT) TVs, are the direct view televisions in most homes today. They continue to be extremely popular as they incorporate digital HDTV technology. CRTs are available in screens up to 40". An increasing number of sets are using the 16:9 widescreen format for compatibility with the latest DVD movies and HDTV. CRTs can provide a high quality picture at an affordable price.

ABOUT CRT TV'S

In the highest quality CRTs, blacks are often darker, which creates more contrast than other technologies. Additionally, they are low cost when compared to Plasma and LCD TVs.

The biggest drawbacks to CRTs are the increased weight and extra space required to place the set when compared to flat panel sets. In addition, the largest CRT screen available is just 40". Finally, care must be taken in speaker selection as close proximity of unshielded speakers can interfere with the electron guns, causing distortion of the picture image.



FLAT PANEL TV'S PLASMA & LCD

CONSIDERING A FLAT PANEL TV?

Why Flat Panel? Modern look, small footprint, and great picture for starters. Only a few inches (3" - 5") thick, flat panel TVs can be wall-mounted like a picture frame, or placed on almost any tabletop. Unlike direct-view TVs, flat panels use fixed-pixel displays, so display depth is the same regardless of screen width and height. Flat panel displays come in a variety of resolutions, up to 1,920 x 1,080 pixels with most able to accommodate the 1080i high definition program format.

TYPES OF FLAT PANELS AVAILABLE

1 PLASMA DISPLAY

Plasma screens can be much larger than LCDs - up to 63" diagonally - with a choice of wall-mount or tabletop configurations. There is also a choice of integrated sets, where the speakers and standard TV tuner are included in the panel. Additionally, there are monitors where the speakers and/or the tuner are external to the display or must be added with separate components. Plasmas deliver a high enough pixel count for HDTV-level resolution and also deliver a wide viewing angle. However, black levels on plasma displays aren't as dark as that of CRTs and, therefore, don't provide as much contrast. Unlike LCDs, plasmas can "burn-in" fixed images if they're left on screen too long.



FLAT PANEL TV'S PLASMA & LCD

cont.

2 LIQUID CRYSTAL DISPLAY (LCD)

Typically available in screen sizes up to 37", LCD sets are thin, light and sleek. Unlike Plasmas, LCDs are immune from screen burn-in, so there is no problem with fixed images such as video games or channel logos. Unshielded speakers can be placed in close proximity to the sets. The biggest limitation of LCDs is typically the cost, although prices are continuing to decrease.

ADDITIONAL CONSIDERATIONS

- **Tabletop stand or wall-mount hardware**
- **Source components**
(e.g., cable or satellite DVD player, TiVo)
- **External speakers or TV tuner**
(depending on the plasma model)
- **Surround sound audio system with subwoofer for a complete Home Theater experience**



GG5-690 For store locations, visit goodguys.com

GETTING STARTED IN HDTV

FOUNDATIONS

HDTV is more popular than ever, but many are still hesitant because they believe it is too complex to implement. High Definition TV is much easier than you think. By understanding what makes up a High Definition broadcast signal and the components required to reproduce them, you'll be on your way to enjoying this new and exciting entertainment medium.

WHAT IS HDTV?

HDTV, a subset of Digital Television providing unmatched video clarity, is achieved by displaying more scan lines, which is the standard measure of TV picture quality. The way the lines are displayed is also important. Interlaced means every other line is displayed every 60th of a second. Progressive scanning means all lines are refreshed each 60th of a second, resulting in a clearer image for a given number of scan lines. This is a brief summary about the key elements of HDTV:

- 1 Today's Standard Definition TV – up to 525 lines
- 2 A wide screen 16 x 9 format is required instead of the current square format of 4 x 3
- 3 Cable, satellite or antenna to provide High Definition images containing 720 progressive to 1080 interlaced lines
- 4 An HDTV signal providing Dolby Digital 5.1 surround sound to complete the home theater experience



GETTING STARTED IN HDTV

The exact equipment varies depending on whether you will receive your broadcast via cable, satellite or antenna. Here's what you'll need:

HD ready or an Integrated TV set – must be capable of displaying 1080 lines of resolution. A 16 x 9 display is preferred, but 4 x 3 HD ready sets are still available for those preferring the current format.

HD digital receiver or Set Top Box (STB) from your satellite or cable provider – required to terminate the broadcast signal into the HD ready set.

For satellite, a separate antenna connects to the back of the STB or to the dish so all HD broadcasts can be viewed. At this time, High Definition "local" programming cannot be broadcast over satellite.

Cable companies will rent or sell STBs that provide both local and syndicated programs, eliminating the need for a separate antenna.

Cabling to connect the STB and HDTV – not all inputs and connections support HD.

Your Product specialist will help you select the right HD system for your broadcasts as well as the cables needed to complete your HD connection.



What you'll need for HDTV

Key points to consider

PICTURE

- **Monitor:**
 - Integrated HDTV with Built-in Tuner
 - HDTV Capable/Ready (Requires External Tuner)

- **Screen Type:**
 - LCD - Liquid Crystal Display
 - DLP - Digital Light Processing
 - LCOS - Liquid Crystal on Silicon
 - Plasma
 - Projection - Rear or Front
 - Direct View - Traditional Picture Tube

- **Aspect Ratio (Screen Shape):**
 - Widescreen (16:9)
 - Traditional Square Screen (4:3)

SOURCE

See Product Specialist for service availability

- **Off-Air** - with Antenna and Set-Top Box
- **Digital Satellite** - with Dish and Set-Top Box
- **Digital Cable** - with Set-Top Box

SOUND

- **Dolby Digital® 5.1 Sound System**

ACCESSORIES

- **Type of Connectors:**
 - RCA
 - S-Video
 - Component
 - RGBVH
 - Antenna: (HDTV) For Local OTA Broadcasts
(Verify compatibility with all your components)
- DVI
- IEEE-1394-Firewire®
- VGA

Build Your HDTV System

PICTURE

SOURCE

SOUND

ACCESSORIES

INSTALLATION

Delivery & Installation

Get the most from your new HDTV by having our trained technicians professionally deliver and install your new system.



You'll find an extensive selection of digital televisions and in-depth product information @ BestBuy.com®

YOUR GUIDE TO

HDTV



BestBuy.com®

201-450327



BestBuy.com®



What is HDTV?

Digital TV is a new way to broadcast and receive TV that gives you a better picture, better sound and more choices than ever before. HDTV (or High-Definition Television) is the ultimate form of Digital TV.

Get the Picture

Highest possible picture resolution – The first thing you'll notice about HDTV is the quality of picture. With images 2-3 times the resolution of standard TV, the clarity and color available from HDTV is simply astounding.

Aspect Ratio (Screen Shape)

Widescreen formatting (16:9) – HDTV creates a true movie theater experience, with a wider (16:9) screen shape. This is virtually the same shape as a cinema screen, so you can watch your favorite movies just as they were intended.

Digital Sound

HDTV utilizes Dolby Digital® 5.1, which brings movie theater-like sound to your living room.

How Do I Get HDTV?

There are a number of options when it comes to choosing your source for HDTV. Along with over-the-air transmission, high-definition is already available via satellite and cable. Best Buy can help you take the guesswork out of choosing which option is best for you.

Off-Air with Terrestrial Antenna

Free over-the-air HD broadcasts are available to most viewers in the U.S. Check with a Product Specialist to learn about local HD programming in your area.

Digital Satellite

To receive HD programming via satellite, you will need a dish, a set-top box and an HDTV. Not only will you receive all your channels in digital quality picture and sound, DIRECTV also has the option of an all-premium HD programming package. You will need a terrestrial antenna to receive HD local channel programming.

Digital Cable

To get HDTV via cable, you'll need a set-top box and an HDTV. The service provides premium HD programming and most local channel HDTV programming. The use of a terrestrial antenna may be required to receive certain local channel programming. See a Product Specialist for hardware requirements in your area.

Get more HDTV Programming

Along with HD programming offered by the major TV networks, subscription to satellite or cable offers an extensive range of premium HD channels, such as:



What Do I Need to Buy?

To fully appreciate HD pictures and sound, they need to be experienced on a truly high-definition monitor. At present, these televisions fall into two main categories:

Integrated HDTVs

These sets already have the tuner built into the TV. The signal is received via ATSC tuner, so there is no need for a set-top box to receive local broadcasts. These TVs avoid the clutter of cables, creating a clean design around your system.

HD-Ready and the Set-Top Box

These systems require the addition of an HDTV tuner (or set-top box) to decode digital signals.

Screens

All the major high-definition display technologies are available from Best Buy. Advancements in Micro-Display technology offer a clarity of picture that was unthinkable until recently. Even the size of rear projection sets is now available in a flat panel. The latest generation of TV screens are thinner, lighter, and brighter than ever before.

Cables and Accessories

In choosing your high-definition television, be sure to check it has all the inputs and outputs you need. Think about the interconnectivity between your new HDTV and all your other devices. If you have any questions about HDTV, see a Product Specialist for details.

**High-Definition programming from Cox
FREE for 12 months!***

*Ask salesperson for details. Restrictions apply.

There's never been
a **better time**

It's simple
to get **DIRECTV®** service.

Here's how:

Choose your system.

A standard DIRECTV® System (see information below) is available for free,* or ask your retailer about the cost to **upgrade** to a DIRECTV® DVR or DIRECTV® HD Receiver.

STANDARD PROFESSIONAL
INSTALLATION OF THE DIRECTV
SYSTEM IS INCLUDED.

Select your DIRECTV
programming package.



to **switch**
to **DIRECTV®** service!

DIRECTV gives you **an incredible variety** of programming to watch. With access to **over 225** channels including your local networks, there's always something on for everyone in the house.

Movies, sports, even high-definition programming – **DIRECTV has it all.**

State-of-the-art satellite technology brings you every DIRECTV channel in **crystal-clear, 100% DIGITAL-quality picture and sound.** And only DIRECTV gives you the freedom to watch your favorite shows when it's **convenient for YOU with DIRECTV® DVR with TiVo®.**

An affordable monthly fee makes DIRECTV service an incredible value. Our most popular programming package is only \$39.99 a month for over 130 of your favorite channels, with programming to suit everyone's tastes. Compared to cable,

DIRECTV gives you a whole lot more for a whole lot less!

Up to **3 rooms free!**

Now, get free satellite equipment for up to 3 rooms!

This includes:

- ▶ 1 satellite dish
- ▶ 3 standard receivers (1 per TV) with
- ▶ 3 remote controls
- ▶ **FREE** standard installation!



Hardware and programming sold separately.

*All we ask is that you subscribe to 12 months of any TOTAL CHOICE® programming package. This offer is available at participating retailers, and may include a rebate. If applicable, this offer does not include shipping/handling/delivery fees and taxes.

Add \$4.99/mo. for separate programming on second and each additional TV. Please see your participating retailer for details.

discover
the DIRECTV difference.

Better entertainment. More value.™

There's No Better Way to Watch and Enjoy entertainment in 100% digital-quality high-tech viewing options like **Digital Video**

Television! DIRECTV brings you picture and sound, plus the latest **Recording** and **High-Definition Television.**

The Digital Advantage

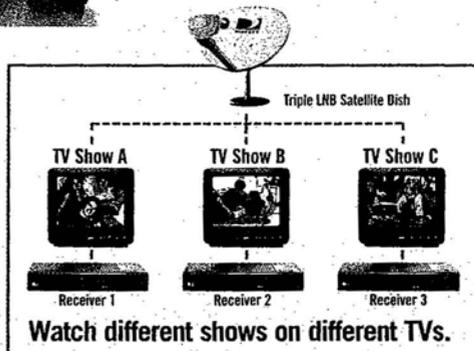
DIRECTV digitally delivers **ultra-clear picture and lifelike sound that are superior to cable's older analog signal.** All DIRECTV® channels are 100% digital-quality picture and sound, so you're assured the best TV viewing and listening experience available in home entertainment!



Get Digital Quality in Every Room of Your House

Professional installers can easily set up as many rooms as you'd like to receive digital-quality programming, so **each TV in your house can be tuned to different**

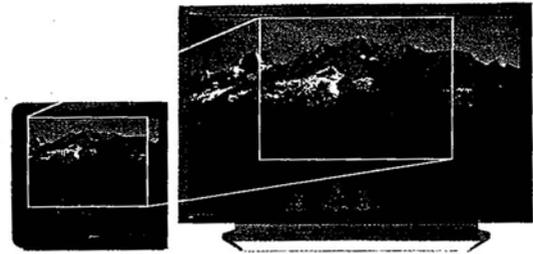
programs at the same time. There's a \$4.99/month programming fee to enjoy separate DIRECTV programming on your second and each additional TV, similar to digital cable.



To get DIRECTV service for your business, please visit DIRECTV.com/business.

DIRECTV – A Complete High-Definition Television Solution

DIRECTV offers the finest **high-definition television (HDTV) experience available today.** To enjoy high-definition programming, talk to participating retailers about purchasing the DIRECTV® HD Receiver and an off-air antenna for access to local channels broadcast in HD (where available)*. The DIRECTV HD Receiver seamlessly integrates HD programming with your local off-air HD broadcasts to give you the most easy-to-use and complete HD solution you can buy.



Ask your retailer about the cost to upgrade to a DIRECTV HD Receiver.

*In cities where local off-air, high-definition programs are available; reception may vary based on geographic location. Programs not delivered in HD in all markets.

maximize with DIRECTV®

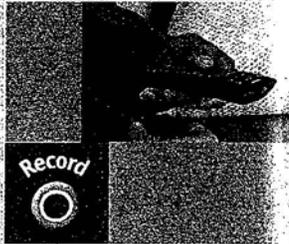
The DIRECTV® DVR is a special all-in-one receiver that allows you to **combine DIRECTV®** to enhance just about every

- ▶ Put TV shows on your schedule.
- ▶ Pause and rewind LIVE television!
- ▶ Easily record all of your favorite
- ▶ DIRECTV® DVR with TiVo® service

Ask your retailer about how inexpensive

Digitally record your favorite shows with one simple click

When you have DIRECTV® DVR with TiVo® all it takes is the touch of a button to record a show onto the machine's hard drive for digital playback. Don't worry if you can't be there when your favorite shows are actually on — the DIRECTV® DVR with TiVo® service records them automatically so you can watch them when it's convenient for you, and it's so much easier to use than a VCR.



Automatically record an entire season of your favorite show, even if it moves to a new day or time

You can use the **Season Pass™** feature to record every episode of your favorite shows automatically — even if the day or the time the show is on changes during the week. Because

Season Pass™ is smart enough to know when shows are on, you can be confident that you'll never miss an episode again — even if the networks move the show around.



For more information see our Web site at DIRECTV.com/DIRECTVDVR.

DVR with TiVo®.



receiver you can buy from participating programming with the TiVo® service aspect of watching television.

shows digitally without videotapes. is only an additional \$4.99 a month.

it is to upgrade to a DIRECTV DVR.



Watch recorded shows whenever you like — even while you record other shows!

The DIRECTV DVR does something that no VCR can do — it lets you watch a show you've recorded while simultaneously recording up to two others.* So you can watch your recorded shows when you want but still record new shows that you want to see.



Pause and rewind live TV

Freeze live TV right in the middle of the action! Answer the phone, get the pizza, deal with any interruptions — take up to 30 minutes and come right back

to your show where you left off. For the first time you can pause and rewind live TV while you are watching it!

All-digital recording means no VCR tapes and no hassles

The DIRECTV® DVR means freedom from your VCR — no more clunky videotapes, no complicated recording controls and no clock flashing 12:00. DIRECTV® DVR with TiVo® brings you fully digital recording, so it's not just easier to use, it's clearly better.



*For full functionality, the receiver requires connection of two satellite inputs from a Dual-LNB DIRECTV System Dish and a land-based phone line connection.

select from these exciting

channel packages!

TOTAL CHOICESM
with Local Channels **\$39⁹⁹**
mo. plus tax

Local Channels




TOTAL CHOICE PLUSSM
with Local Channels **\$42⁹⁹**
mo. plus tax

Enjoy over 145 top channels including all of the above TOTAL CHOICE channels.



Enjoy over 130 top channels including local channels!




*Blackout restrictions apply. Available in AL, GA, MS, TN, SC and sections of NC as determined by ZIP code. All programming and pricing subject to change.

For only \$3.00 more, get over 15 extra channels!



If local channels are not available in your area, you can still enjoy DIRECTVSM TOTAL CHOICE programming. For local channels availability by ZIP code, ask your retailer or visit our Web site at DIRECTV.com/local. For CBS HD TV and FOX WIDESCREENSM availability in your market area, to access DIRECTV HD programming, a Triple LNB Multi-Satellite Dish, along

All channel counts included in this brochure are based

on the use of a Triple LNB DIRECTVSM Multi-Satellite Dish. or if you choose not to subscribe to local channels: programming for \$3 less than the listed prices. ask your retailer or visit our Web site at DIRECTV.com/HDchannels. with a DIRECTV HD Receiver and HD television equipment, is required.

on the use of a Triple LNB DIRECTVSM Multi-Satellite Dish.

expand

with up to five premium packages!

Premium Packages can be added to your basic channel package.

 Includes 7 channels	 Includes 12 channels	 Includes 9 channels	 Includes 3 channels	 Over 25 Specialty and Regional Sports Networks
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Just choose any number of premium packages and save!

Quantity	Additional \$ per month	Savings per month
1	\$12	-
2	\$23	\$1
3	\$33	\$3
4	\$41	\$7
5	\$48	\$12



TOTAL CHOICE PREMIER
with Local Channels

\$90⁹⁹
mo.
plus tax

OR GET our most complete package!

TOTAL CHOICE PLUS with Local Channels

Over 145 channels

+

ALL 5 PREMIUM packages

Over 55 channels

=

TOTAL CHOICE PREMIER with Local Channels

Adds up to the best value!
Over 210 channels

take it

to the next level with

DIRECTV® HD channels.

The DIRECTV® HD Receiver turns your viewing of everyday programs into a **state-of-the-art home theater experience** with the best choices in high-definition and digital entertainment. You can **enjoy your favorite programs, sports, movies and local networks*** in the best possible viewing quality from DIRECTV.

DIRECTV® HD Programming Package

The DIRECTV HD Package delivers an assortment of family, sports and cutting-edge programming and special events, plus CBS HDTV and FOX WIDESCREEN™ are available in select markets.

\$10⁹⁹
mo.



Special Events

For CBS HDTV and FOX WIDESCREEN™ availability in your market area, ask your retailer or visit our Web site at DIRECTV.com/HDchannels. To access DIRECTV HD programming, a Triple LNB Multi-Satellite Dish, along with a DIRECTV HD Receiver and HD television equipment, is required.

Additional High-Definition Programming

Included in other programming packages and in DIRECTV® Pay Per View.



Select games in HD during the 2004 regular season. Extra fees may apply.

Only From DIRECTV

Local Channels in High-Definition

See your favorite shows from the major broadcast networks in high-definition **via off-air antenna**. Plus, in select markets, CBS HDTV and FOX WIDESCREEN™ are included as part of any TOTAL CHOICE with Local Channels programming package via satellite.



*In cities where local off-air, high-definition programs are available. Off-air antenna required; reception may vary based on geographic location. Programs not delivered in HD in all markets.

Installation

ask us

international

customize to fit your entertainment style.

Get in on the action!

With the best selection of sports and pay per view programming around, the best seats in the house are now at your house.

Seasonal Sports Subscriptions

Prices vary by subscription.



See the games you want to see with the choice of nearly every NFL game on Sundays. **Only From DIRECTV!**



Watch up to 40 NBA regular-season games each week from outside your local area. Up to 8 games a night! Included with your subscription is NBA TV, the ultimate source for all things basketball.



Catch up to 40 games per week during the regular season from outside your local area PLUS select first- and second-round Stanley Cup® playoff games.



The pennant races begin here! Follow your favorite Major League Baseball teams and players throughout the regular season. Catch up to 60 regular-season, out-of-market games each week.



Top conferences! Key matchups! See up to 12 college football games each Saturday during the regular season. Conferences include BIG TEN, PAC-10, ACC, SEC, BIG XII, BIG EAST and MOUNTAIN WEST.



Flip through up to 30 regular-season college basketball games per week from around the country. You'll see great matchups from the BIG TEN, ACC, SEC, BIG XII, BIG EAST, MOUNTAIN WEST, CONFERENCE USA and ATLANTIC 10.



Supplement ESPN and ESPN2 coverage of the NCAA® Men's Baseball Championship with up to 24 games from the Super-Regional round of the national tournament.



Follow your favorite MLS teams and players throughout the season. See top matchups during the regular season and select playoff games during the post season.



Supplement CBS Sports Coverage of the 2004 NCAA® Division I Men's Basketball Tournament. Catch the first three rounds of the tournament and see up to 37 games from outside your region. **Only From DIRECTV!**

Blackout restrictions and other conditions apply to sports programming. Visit DIRECTV.com for more details about all our sports subscriptions.

DIRECTV® Pay Per View



Get the best selection of pay per view movies right in your own home each day. Hit movies play as often as every 30 minutes — just \$3.99 each when ordered by remote or online.*



With DIRECTV, you can enjoy access to special live events and sports on a pay per view basis.

DIRECTV also has Adult Programming, including Playboy TV and pay per view movies; please see DIRECTV.com/adult for details.

DIRECTV – The Guide®

The official guide to DIRECTV programming, it provides daily programming information and takes you behind-the-scenes with in-depth celebrity interviews.



DIRECTV® FREEVIEW®

Great concerts and special event programming are provided FREE of charge to all DIRECTV TOTAL CHOICE® customers.

The DIRECTV System has a feature allowing you to block programming deemed unsuitable for younger viewers. Blackout restrictions apply.

*To order pay per view by remote, a DIRECTV subscription is required and all DIRECTV® Receivers must be continuously connected to the same land-based phone line. There is an additional \$1.50 charge when pay per view events and movies are ordered by phone utilizing the automated ordering system or an additional \$5.00 charge for an operator-assisted order. Pay per view event purchase price is nonrefundable.

installation

ask us

international

bring it home
and enjoy professional

installation and superior service.

It's never been easier or more affordable to
in as many rooms as you want.
you would like, and whether you want to
a DIRECTV® HD Receiver, and our

get DIRECTV® service
Simply choose how many rooms
add a DIRECTV® DVR or
installers will take it from there.

Where We Install the Satellite Dish

To receive DIRECTV programming
your home simply needs a
clear view of the southern sky,
unblocked by trees or buildings.
After that, our professional
installers mount the satellite dish
in an appealing location for your home, apartment,
condominium or townhouse. If you rent, just ask your
landlord for approval to install. If you can't install the
dish on your rooftop, try your private balcony, patio
or garden — or wherever you prefer.



Standard Professional Installation is Included (and Painless)

The standard DIRECTV System that you have chosen
includes standard installation by top professionals, so
you don't have to worry about setting it up and
ensuring that it works properly. If you're switching
from cable or a roof antenna,
you'll find your DIRECTV System
installation is a breeze! The
installer will set up the dish and
make sure the TVs in your house
are connected and receiving
programming. You'll also need a
land-based phone line to connect
to your DIRECTV Receivers. **No
matter what your needs, DIRECTV installation
is fast and friendly!**



DIRECTV Means Superior Customer Service

DIRECTV Entertainment
Consultants are available to help
you 24-hours a day, seven days a
week, or you can manage your
account online at DIRECTV.com.
And we are thrilled to announce
that for the second year in a row,
**DIRECTV has been ranked #1 in
Customer Satisfaction** Among Satellite/Cable TV
Subscribers according to the J.D. Power and Associates
Cable/Satellite TV Customer Satisfaction StudySM*



Moving? Not a Problem.



Moving your DIRECTV System to
your new home is easy. Since you
own all of your receivers, just call
DIRECTV before you move and tell
us when you'll be moving and where
you'll be going. Leave the satellite
dish, take your receivers to your new house and we'll
come out with a new satellite dish and provide standard
professional installation. **Hassle-free.** Because we
broadcast coast-to-coast, you'll be
watching DIRECTV programming in
your new home in no time.**



*J.D. Power and Associates 2002-2003 Syndicated Residential
Cable/Satellite TV Customer Satisfaction StudiesSM 2003 study based
on 7,380 satellite/cable TV subscriber responses. www.jdpower.com

**Sports blackouts and your ability to receive local channels or broadcast network services may
be affected by your new address.

ask us

about the things you might

have heard about satellite TV.

The Truth Behind the Satellite Myths

Will I get poor reception sometimes?

DIRECTV delivers a clear-as-crystal, digital-quality signal. Our state-of-the-art reception is extremely reliable, day and night. There are never long periods of "snow."

On very rare occasions in some regions, severe weather conditions may interrupt a signal for a moment, but it always returns quickly — and as crisp and clear as ever.



Why do I have to sign a year-long contract?

DIRECTV does ask for a modest 12-month subscription at the start of service. This simple agreement works to your advantage because it lets us give you your satellite dish, receivers and remote controls to own. And don't forget — the DIRECTV equipment is yours forever. There's no rental fee as with cable.

Will I need to buy expensive equipment to enjoy DIRECTV® service?

No! Right now, you can get the equipment you need (including standard professional installation) for a standard DIRECTV® System in **up to 3 rooms of your home FREE**. All we ask is that you subscribe to 12 consecutive months of any TOTAL CHOICE® programming package. This offer is available at participating retailers, and may include a rebate. If applicable, this offer does not include shipping/handling/delivery fees and taxes. Please see your participating retailer for details.

Will my monthly fee be very high?

Dollar for dollar, DIRECTV delivers more entertainment and choice than any other provider. With cable rates rising every year, where else can you get **over 130 of your favorite channels for only \$39.99 a month — all in dazzling digital quality?** Our low price usually beats the price of digital cable, and even compares well to analog cable.

And you get so much more with DIRECTV® service.



Will my service suffer because DIRECTV isn't local?

Our broadcast is via satellite, but our service is down-to-earth. DIRECTV

always uses local installers and area retailers to serve you, so DIRECTV is part of your neighborhood. And we're pleased to report that **for the second year in a row, DIRECTV has been ranked #1 in Customer Satisfaction Among Satellite/Cable TV Subscribers** according to the J.D. Power and Associates Cable/Satellite TV Customer Satisfaction StudySM*



*J.D. Power and Associates 2002-2003 Syndicated Residential Cable/Satellite TV Customer Satisfaction StudiesSM. 2003 study based on 7,380 satellite/cable TV subscriber responses. www.jdpower.com

ask us

international

12 million fans
and counting



DIRECTV.com





High-Definition Service

Buy any HDTV from Circuit City and get HD programming FREE for 12 months! Plus, get FREE installation!*

NO LONG TERM CONTRACT REQUIRED!

Subscribe to Cox Digital Cable™ with High-Definition service and get your HD programming free for 12 months! (Requires purchase of an HDTV from Circuit City). Follow these three simple steps to get your new HD service installed:

1. Purchase any HDTV from Circuit City.
2. Call Cox Communications at 1-877-644-8387 and tell your Cox customer service representative the following:

*"I have purchased a high-definition television from Circuit City and want the **Free HD Offer from Cox.**" Be sure to mention campaign #3712.*

3. Provide a copy of your Circuit City sales receipt showing proof of purchase to the Cox installer.

IT'S THAT EASY! This will ensure that your account is properly established and that you receive your Cox Digital Cable with High-Definition service at the correct promotional pricing.

*Limited time offer only. Available to new residential High-Definition Service subscribers in Cox wired, serviceable locations. Cox Basic service required for local HD channels and Cox Digital Cable required for premium HD channels. Paid subscription to Digital HBO or Showtime required for HBO HD or Showtime HD, respectively. After 12 months, Discovery HD available for an additional monthly fee. Free HD service excludes HDTV digital converter and remote rental fees, and does not include premium services such as HBO and Showtime. Some Cox locations may require a digital cable self installation (Fast Connect) in order to qualify for free installation. An HDTV set with YPbPr inputs that support 1080i HD signal and an HDTV digital converter/remote rental required. All rates and programming subject to change and all programming services may not be available in all areas. Other restrictions apply. © 2003 Cox Communications, Inc. All rights reserved.