



TECHSPEAK



Digital Entertainment Comes Home

A question and answer session with the President of Westinghouse Digital.

Q: What's so revolutionary about the digital entertainment age?

A: Digital computer technology is radically changing the world of entertainment. Digital technology brings vast improvement to the video and audio quality of television, films, music and video games, and changes the way we produce, store and deliver entertainment. It even makes possible entirely new forms of entertainment and new kinds of entertainment devices.

Q: How does digital technology improve video and audio quality?

A: Digital technology lets us enhance the clarity of images and sound. You may already own digitally remastered copies of your favorite music or films. High definition television (HDTV) is built on digital technology protocols and standards. Digital devices can also increase the crispness, color accuracy and overall picture quality of standard TV.

Q: How has digital technology increased the variety of home entertainment options?

A: DVD has displaced VHS as the leading format for movies. The number of high definition television broadcasts is steadily increasing. Video gaming has become mainstream. The internet is now a treasure trove of entertainment. Digital cable and satellite bring television and interactive program guides into the home. Personal video recorders and DVD recording devices allow consumers to record programs for playback at the most convenient time and place. TV monitors that can instantly display digital photos or videos have replaced film and slide projectors as the medium of choice for sharing vacation photos or home movies.

With digital technology, a single audio/video device can be designed to optimize the user experience for different types of entertainment. For example, a high quality digital television can present a cinematic experience when showing a DVD movie, a crisp non-flickering image when enjoying family picture albums or reviewing the latest internet magazine, and bright and clear icons when playing video games

Q: What is the Westinghouse legacy in technology and entertainment?

A: Westinghouse television cameras launched the TV industry and sent to us the first images from the moon. Westinghouse televisions have brought information and entertainment to generations of families. Westinghouse Digital carries forth a legacy of using technology in practical and useful ways, and making products that captivate the imagination. Our mission is to create reliable, easy-to-use devices that give consumers access to a variety of digital entertainment experiences.

Q: How can a consumer evaluate the quality of today's digital TVs?

A: Which features you need depends on how you plan to use the television - now and in the future. There are seven questions you can ask when researching whether to purchase a digital TV and which brand and model to choose: How long will the TV last? Does the picture look good? Does the TV improve the quality of watching DVD movies? Is the TV high definition? Does the TV have enough high quality connectors for other devices? Can the TV be used with a computer? Can the internet be viewed on the TV?

Q: Are digital televisions more expensive than traditional analog televisions?

A: Yes, and they're worth it. When you purchase a Westinghouse Digital LCD TV, you're buying into a whole new world of entertainment.

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