Scam Alert – December 2007
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DTV vs. HDTV  Do you know the difference?

What you might not know may end up costing you more than what is really necessary.

Digital Television (DTV) is a technology which transforms your television viewing experience and enables broadcasters to offer television with better picture and sound quality.

High Definition Television (HDTV) provides the highest resolution and picture quality of all digital broadcast formats. HDTV is a format of digital television.

As of March 2007, all televisions must include digital tuners. Any televisions made prior to March 2007, which are analog-only devices, may continue to be sold by retailers from existing inventory. As a result of this, many consumers may not be aware that this equipment will not be able to receive "over-the-air" television signals after February 27, 2009. To address the problem, the Federal Communications Commission (FCC) has adopted a rule requiring sellers to display a specific consumer alert if they are selling television equipment with only an analog broadcast tuner. For more information, you may call the FCC at 1-888-225-5322 (TTY: 1-888-835-5322) or go to: http://www.dtv.gov

Although analog only televisions should continue to work as before with cable, satellite t.v. services and similar products, it would be best to contact your provider for more detailed information as to whether you may need new DTV equipment to view DTV programming in digital format.

United States full-power television stations will cease broadcasting on their current analog channels starting on February 17, 2009.

Since the #1 companion for an elderly person that spends most of his/her time at home alone is the television, the elderly could fall prey to a new potential scam. Due to their limited funds, a large number of the elderly do not have cable or satellite and rely solely upon the old-fashioned antennas on the roof to receive only local stations. Con-artists see these type of antennas as a way to fool you into giving up more money than what you may actually need to spend. The only real way to prevent this from happening is to know upfront what you really will need and the costs associated with the change.
Consumers who rely on antennas (outside & "rabbit ears") to receive over-the-air signals on television sets having only analog tuners will need to obtain separate digital-to-analog set top converter boxes to watch over-the-air television. There will be a "**Converter Box Coupon Program**" from January 1, 2008, through March 31, 2009. This program will provide all United States households the opportunity to request up to two coupons, worth $40 each, to be used toward the purchase of up to two digital-to-analog converter boxes. The National Telecommunications and Information Administration (NTIA) has the responsibility for administering the coupon program. More information can be found at: [www.ntia.doc.gov/otiahome/dtv/dtvcoupon.html](http://www.ntia.doc.gov/otiahome/dtv/dtvcoupon.html)

To learn more about DTV and the upcoming changes, please log on at [http://www.dtv.gov](http://www.dtv.gov)

Be sure to check the County website [www.co.pueblo.co.us](http://www.co.pueblo.co.us) the first of each month for new scam alerts.

**IDENTIFY A SCAM BEFORE A SCAM IDENTIFIES YOU!**

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