

KEMMER TV'S DIGITAL DIGEST

VOLUME 1 ISSUE 5

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WELCOME !

Welcome to the fifth edition of the **DIGITAL DIGEST!**
Can't believe the last issue was in July! Sorry for the delay, but there is a lot of great information in this issue.

Anyone, at any time can E-mail me any questions. I will also add any of your friends or relatives to this mailing list.

Just shoot me an E-mail with their addresses or if you have any questions. kemmertv@wi.rr.com Or call **262-246-6495** **LARRY**

MILWAUKEE CHANNEL 6

(Oct 29, 2009) WITI FOX 6's new full power top mounted antenna is now complete - the line has been swept and we are operating at 1,000,000 watts of power from 1051 feet. We were broadcasting using our stand-by antenna, which is at about 868 feet - so there is a substantive difference in height which will help in both the outer areas of our signal and in some of the lower level elevations.

Both 6.1 and 6.2 benefit from the new antenna.

For a view from the top of the tower during the work you can go here - <http://www.fox6now.com/search/witi-0...0.499071.photo>

Weather became a bit of an issue for us in the end, but the project was completed safely. Thanks for putting up with all of the powering down and up at the transmitter - I'm sure I spoke to a few of you out there and I'm glad to say the work is now complete.

On to our next project - I think you'll like it!

Chuck Steinmetz
President/General Manager
WITI FOX 6

HOW CAN I RECORD?

That is the most often asked question that I hear. If you are using a converter you can hook it up to your old VCR and record one channel at a time but you cannot watch one channel while recording another.

Many manufacturers now make a VCR / DVD player - recorder combo. These units are reasonably priced and have the digital tuner built in. This allows you to program multiple programs on different channels. The recording is actually done on the DVD side and the VCR is just a player.

The only downside is that the recordings are only standard definition. I like the models made by Sony and

Panasonic.

The best way to record programs in High Definition is by using the TIVO products. The only drawback is there is a monthly fee.

The fee is generally \$12.95, but can be reduced to \$8.30 if you pay up-front for three years service. You can also pay for a lifetime subscription when you purchase the unit.

TIVO LOWERS PRICES

Washington, D.C. (November 16, 2009) -- TiVo has cut the price of its High-Definition DVRs, according to TheStreet.com.

The Street says TiVo has posted new prices at its web site for its basic HD DVR (now \$249; was \$299) and its HD XL DVR (\$499; was \$599.)

The HD XL DVR can store up to 150 hours of high-def programming.

TiVo's decision to cut its HD DVR prices comes as the company has struggled to generate new subscribers at retail; TiVo has posted subscriber losses in the last several financial quarters.

TOO LOUD!

The TV-broadcast industry is expected to take a major step toward solving the loudness problem next week, when members of the ATSC are expected to approve ATSC Loudness Recommended Practices (RP). The practices will be known as ATSC A/85 and will give TV stations and networks more guidance, so that programs and interstitials have more-consistent loudness levels both within a station's DTV signal and between one channel and the next.

Jim Starzynski, who led the Loudness Group that defined the practices and is principal engineer and audio architect of NBC Universal, discussed the ATSC's progress this week at the SMPTE Tech Conference in Hollywood. The approval of an RP comes just in time for the industry, as lawmakers in Washington have taken the issue into their own hands with the CALM (Commercial Advertising Loudness Mitigation) Act.

The problem of loudness has become more pronounced for TV stations, networks, and viewers now that the transition to DTV is complete. Analog broadcast signals were not robust enough to deliver an audio signal with a tremendously wide dynamic range. But digital signals can have a dynamic range as wide as 100 dB. "You need to monitor the audio well to deliver an audio experience that customers are used to," says Starzynski.

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How great is that? This is nationwide and it is absolutely free! Works on cell and landline phones...

ANOTHER RECORD FOR BRETT

Minnesota Vikings quarterback Brett Favre's sterling performance against his former club, the Green Bay Packers, set the stage for ESPN to record **the most-watched show in cable history.**

Brett Favre topped his former squad the Green Bay Packers. Minnesota's 30-23 triumph over the Pack averaged a 15.3 rating, 15.1 million households and 21.8 million viewers, according to Nielsen data. That's the most viewers and greatest number of households for a single telecast in cable history, according to ESPN officials.

The 15.3 rating is also the tops for ESPN, breaking the 14.4 mark the sports programmer scored with its Dec. 6, 1987 presentation of Vikings-Chicago Bears, during its first season televising National Football League games.

The Oct. 5 telecast shattered the previous MNF record under ESPN's watch: the Sept. 15, 2008 contest between the Dallas Cowboys-Philadelphia Eagles, which tackled 18.6 million viewers.

MNF now accounts for three of the top four most-watched shows in cable history. When adding in live + seven-day viewing, the Aug. 17, 2007 premiere of Disney Channel telepic *High School Musical 2* edged out the Cowboys-Eagles game for second-place. The Dec. 3, 2007 game between the Baltimore Ravens and the then-undefeated New England Patriots ranks fourth with 17.5 million watchers. A debate about the North American Free Trade Agreement between then-Vice President Al Gore and Ross Perot that aired on CNN's *Larry King Live* on Nov. 9, 1993 places fifth with 16.8 million viewers.

Since acquiring the rights to MNF in 2006, ESPN has now set the cable household viewership record four times in as many years. All told, cable's five biggest household audiences ever -- and eight of the top 10 -- excluding breaking news are ESPN's MNF telecasts.

For its five MNF telecasts thus far during the 2009 season, ESPN averaged an 11.4 rating, 11.3 million households and nearly 15.7 million watchers on average, gains of 19%, 21% and 24%, respectively, from this point in the 2008 campaign.

MNF has scored as the No. 1 primetime program against households, viewers and all key male and adult demos the past two weeks, helping ESPN win the nights in all demographics.

WHAT'S AN LED TV

When a product has become commoditized and its price is regularly dropping and its profit margins are getting ever-thinner, how can a company boost its sales and raise its prices?

Samsung 8000 Series LED TV One way is by changing the product's name.

That's what Samsung has done with its new line of LCD TVs using LEDs to illuminate the screen. In its print advertising and on its Web site, Samsung calls the new range simply "LED TVs."

They are not LED TVs. Calling them such makes as much sense as calling its existing line of LCD televisions Cold Cathode Fluorescent Lamp TVs, or CCFL TVs, after the lighting technology that they use.

Whatever its validity, Samsung's decision to drop "LCD" was a smart marketing move. After all, "LED" is the acronym du jour, a technology that's all the rage as a new, perhaps revolutionary lighting source. It's as emotive a term as "HDTV" and "digital" were in their heydays.

But it's also confusing consumers. An industry colleague told me that in a recent trip to a big-box retailer, he overheard several friends asking what type of TV they were watching. One said it wasn't LCD or plasma, it was an LED set.

More accurately, it was an expensive LCD set. LED-backlit LCD TVs can cost as much as twice their standard LCD or plasma counterparts. Is the extra money worth it, even if you can afford it?

Here are the answers to some questions you may have about LCD TVs using LED backlighting.

What's wrong with existing LCD TVs?

Up until now, LCDs used fluorescent tubes to light the screen. As a result, LCDs have trouble creating deep blacks. That's because fluorescent tubes are always on, and some light leaks through to the front of the display even when a part of the image is supposed to be black. A lack of deep blacks reduces the perceived sharpness of the set's image.

Also, fluorescents lack a wide range of colors; hence, color saturation is limited.

What's an LED TV?

It's an LCD TV that uses LEDs to illuminate the display. There are two ways to do this: either by placing LEDs across the entire back of the display, or by placing LEDs just around the perimeter, which is called an "edge lit" display. Both techniques use less power than plasma TVs and LCD TVs lit with fluorescent tubes.

Which technique is better?

They both have their pros and cons. LCD TVs using edge-lit LCDs can be ultra-thin, because the LED sources are on the side. Edge-lit LED-lit LCDs are also less expensive than LCD TVs using LED backlit technology.

On the other hand, LCD TVs that use LEDs across the rear of the display can create sharply deeper blacks, through a

technique called "local dimming." When a scene calls for a dark image, the LEDs in that area can be shut off completely, so no light leaks through what should look black.

So if I want an LED-lit LCD, I should buy one using back-lit technology?

It's not so simple. An LED back-lit TV may contain only about 1,000 LEDs. And those LEDs can only be dimmed in large groups, because it is too expensive to control each LED individually. So when you shut off or dim a group of LEDs you may also be darkening part of an adjoining scene on the TV that really should be bright. If you cut back on the dimming, then the blacks will be less dark than blacks in another part of the image that are not surrounded by lighter images.

Theoretically, you could increase the number of LEDs so that each lit just one pixel on the 2 million pixel LCD screen. But then you could just throw away the LCD screen because you would have actually created an LED television — just like the Walgreens LED sign in Times Square.

O.K., but still, LCD TVs with LEDs have great contrast

Sometimes they do. It depends on what you're watching. As a Samsung engineer recently said to me, "the most dramatic effect of LED-lit TVs happens when the entire scene goes to black" — not necessarily when you're watching a scene with a mixture of light and dark images.

Do LED-lit LCD TVs produce better pictures than plasma TVs?

Interestingly, I've heard no one in the industry claim that they do. At best, they say that with LED-lit LCD TVs, plasma no longer has an edge when it comes to creating deep blacks and saturated colors. But plasma still has a big edge when it comes to price.

How much more do LED-lit LCD TVs actually cost?

Right now, a lot. But that should change as more companies enter the market. The list price for Samsung's 46-inch high-end LED-lit LCD TV, model UN46B8000, is \$3,200. But its larger 50-inch plasma high-end model, the PN50B860, is \$800 cheaper.

Later this year, LG will introduce two new series of LED LCD TVs, in 42-, 47-, and 55-inch screen sizes; all sets will use backlit LED technology. Prices have not been announced.

Not surprisingly, Vizio has just broken the LED price barrier. On Monday, the company announced that beginning this September it would ship the VF551XVT, a 55-inch LCD model using LED backlighting. The price: \$2,200, or \$1,000 less than Samsung's smaller 46-inch LED-lit television. It looks like Samsung's strategy to make its LED-based LCD TVs a premium product may have a short life

New York Times

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