



Welcome to the High Definition revolution! As you've just seen, the benefits of HD are clear, so let's recap.

**Picture Quality:** High Definition produces life like images with the highest resolution possible, creating stunning colors and unmatched clarity. You will feel as if you are part of the football huddle or the movie set when you watch programming in High Definition.

**Bigger Picture:** HD introduces a viewer at home to the wide cinema-like perspective, compared to the smaller square field of older televisions. With HD, you actually see more of what you are watching: you see more of the landscape as you watch a sunset over a lake, the entire stage during the Academy Awards, and the entire formation in a football game. You'll move outside of the box and into a frame of real life.

**Sound:** HD digital audio sounds significantly better than standard television's analog sound. With a 5.1 surround sound audio tuner, each audio track can be sent to a different speaker, creating a three-dimensional sound field in your living room. You'll hear every cricket chirp.

Now that you know all the benefits of HD, you will want to watch television in the highest resolution. So, the fine folks at The Walt Disney Company created this handy guide to help you through the decisions you'll need to make when shopping. Use the sheet for guidance or check off the choices you've made in advance and show it to your salesperson. Happy shopping!

### **INSTALLATION LOCATION:**

- ☐ **ON THE WALL:** Requires a flat panel display. It is recommended to use a professional installer.
- ☐ **ON A STAND:** Check that your new TV comes with "feet" so that it will stand in your cabinet or on a table you already own.
- ☐ **NEW FURNITURE:** There are many options for media cabinets or stands for my new TV. May I see some?

### **Goofy's Hint:**

- Remember that HDTV displays the wide-screen format like a movie theatre and will be wider than older televisions. Make sure it will fit in old furniture.

### **TELEVISION TECHNOLOGY:**

HDTV prices continue to decrease as the technology inside continues to improve. The best way to choose an HDTV is to look at the picture to see if it will be all right for you. The improvement over a traditional, square, standard definition TV will be significant.

- ☐ **FLAT PANEL LCD:** I want the slim profile of the LCD's and like that they produce bright images at the highest of resolutions.
- ☐ **FLAT PANEL PLASMA:** I want the slim profile of the PLASMA's, and like the deeper colors and higher contrast the Plasmas produce.
- ☐ **REAR PROJECTION:** I want the largest TV for my money and I do not have a need for a slim TV. I understand these TVs produce good HDTV pictures (Rear projection technologies include LCD, DLP and LCOS).

### **Goofy's Hints:**

- Try and watch the set in the store and see if it is pleasing to your eye, but make sure you are looking at a screen being fed high definition service. Standard Definition video does not look as good on HDTV's. You can check by asking the retailer to turn on ESPN HD or ESPN2 HD. If the line of statistics and information across the bottom of the screen says ESPN or ESPN2, the feed is not HD – it should say ESPN HD or ESPN2 HD.
- Do not be fooled by digital sets that cannot display true HDTV signals. Digital sets are not always HDTV sets. Enhanced Digital TV (commonly called EDTV) sets can not produce true HD resolution.
- If you plan on receiving your HDTV broadcast signals using an over-the-air antenna you will want an HDTV with a built-in tuner.

### **SCREEN SIZE:**

The size of the display may be as important as the quality of the picture. Besides being able to fit the new TV into the room and in a solid, secure place you will also want to figure out how far away you will be sitting from the screen.

- ☐ I will be viewing my TV within a few feet and would like a TV smaller than 42".
- ☐ I am placing my TV in a large room and require a screen size larger than 42". I will sit farther than 8 feet away from the screen.
- ☐ I am comfortable with a TV that is 42" and plan on sitting around 7 feet from the screen.

### **Goofy's Hint:**

- Remember that the electronics showroom is often a lot larger than your living room, so keep that in mind when viewing demonstration units.

**Blu-ray™ PLAYER:** Blu-ray™ is the new high definition optical disc format. If you want to watch Disney movies in high definition, then you have to get a Blu-ray™ player. Blu-ray™ discs can hold more than six times the information than is contained on traditional DVDs. This means that Blu-ray™ produces the best 1080p picture and sound quality on a recorded disc. Blu-ray™ players can also play DVDs, so you do not need to replace your entire library. The latest Blu-ray™ players connect to the internet for live content and updated games and other content.

☐ **I WOULD LIKE A Blu-ray™ PLAYER:** I am interested in the highest quality way to watch movies. Please show me your Blu-ray™ Players.

**Goofy's Hint:**

- SONY's latest video console, Playstation 3, has a built in Blu-ray™ player and is able to play all the hit titles from Disney Home Video available on Blu-ray™. Why should the kids have all the fun?!?!

**RESOLUTION:** There are different resolutions of HD available: 720p, 1080i, and 1080p. 1080p is the highest, which means it has 1080 lines of pixels and uses progressive scanning (vs. interlaced). 720p (which ABC and ESPN broadcast in) and 1080i are similar qualities. No network or station today broadcasts HDTV in 1080p. If you plan to connect a video game console or Blu-ray™ player you will want a 1080p screen to see the best picture.

☐ **I WOULD LIKE A 1080p:** I plan on watching or playing HD content off of an optical disc and want the full 1080p experience.

☐ **I WOULDN'T LIKE A 1080p:** I plan on watching HD content from cable, satellite, or over the air and do not require 1080p.

**CABLES:** HD content is delivered from an HD receiver, cable box, satellite tuner or optical disc player (like Blu-ray™) to your TV. The pathway from those boxes to the TV can affect the way it is displayed on your screen. We recommend HDMI as the simplest way to connect and deliver the highest quality.

☐ **HDMI:** A single cable delivers pristine digital Video and Audio making for a simple set-up and the best quality available.

☐ **COMPONENT:** Three cables that separate the Red, Green, and Blue video signals produce a good HDTV image, but require additional cables for audio.

**Goofy's Hints:**

- Many Satellite and Cable operators provide free component cables to subscribers, but not the higher quality HDMI.
- Old fashioned Composite ("RCA") and S-Video cables are unable to deliver High Definition signals to HDTV's, so stay away from those.

**HIGH DEFINITION SOURCE:** High Definition requires an HDTV signal which is only available from over-the-air broadcast networks, your cable or satellite provider, or on specially formulated discs like Blu-ray™.

- ☐ **OVER THE AIR:** I would like to receive my HDTV programming only from free over the air (OTA) television stations. I will need an appropriate antenna and an HDTV with a built in tuner.
- ☐ **SATELLITE OR CABLE TV:** I subscribe to cable or satellite and I am going to contact my operator to make sure I have the proper set-top equipment or cable card to receive the HDTV programming package.

**Goofy's Favorite HDTV Programming:**

- ABC HD: Lost, Grey's Anatomy, Desperate Housewives, Ugly Betty
- ESPN HD and ESPN2 HD (<http://hd.espn.com/hd/>): Monday Night Football, Sports Center, all college football, NASCAR, NBA, MLB.
- Disney Home Vide on Blu-ray™:  
(<http://disney.go.com/disneyvideos/bluray/>): Cars, Ratatouille, National Treasure 2 - Book of Secrets, 101 Dalmatians.

**NOTES:**

*Remember to call the Cable or Satellite company to get the proper HD Set Top Box.*  
*Tune to the proper HDTV channel to get the full wide-screen resolution.*

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Enjoy your new HDTV experience and check back to Goofy's website for the latest in Disney programming and for any follow up questions. [www.disneyhd.tv](http://www.disneyhd.tv)

**Your Pal,**  
**GOOFY**