

FOR IMMEDIATE RELEASE

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February 17th, 2009: D-Day (*That's "D" for Digital*)

On February 17th, 2009, the FCC will mandate that television stations nationwide broadcast solely in digital formats, no more analog broadcast. This is an effort to free up frequencies for emergency response communications, allow for advanced wireless services and an overall better programming experience.

The switchover will affect millions of viewers across the United States. So how will it affect the millions of patients who spend time watching television in healthcare facilities?

For the majority of healthcare facilities, the date will come and go like any other regular day. If the facilities televisions are connected to a cable, satellite or other pay service, nothing will change.

The switch from an analog to digital broadcast only affects people who depend exclusively on "off air" programming. If a person uses "rabbit ears" or some other antenna system to receive their television signal, they will need to purchase a converter box or a new television equipped with an ATSC (digital) tuner.

For facilities that are currently receiving "off air" analog signals, a few modifications may be needed. Facility personnel will need to add digital to analog converters at their head end. The converters will process and convert the digital signals to analog signals and the facility will be able to distribute the signals on the current infrastructure.

If an antenna is working properly, there is no need to purchase an "HD ready" antenna. The DTV broadcasters have been assigned channels in the VHF and UHF bands (54MHz to 700 MHz or channels 2 to 51) which existing antennae currently receive. As long as the signal strength is strong enough, existing antennae systems will pick up the digital signals after the switch.

Every facilities needs are unique so for more information on the switch, go to www.dtv.gov or contact a professional television system installer.

PDi Communication Systems, based in Springboro, OH, is a leading manufacturer of patient entertainment solutions designed exclusively for the healthcare market and continues to offer the best-supported line of hospital grade LCD televisions in the industry. PDi offers the widest selection of healthcare UL-Listed televisions with sizes ranging from 10" to over 40". PDi also manufacturers a wide array of mounts, swing arms and power supplies. Please visit www.pdiarm.com for more information.

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Contact Pax Lindell (plindell@pdiarm.com) with any questions or comments.