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IEEE Encourages Consumers to Learn about the Analog to Digital Broadcast Transition

Thought Leaders from the IEEE Come Together to Ensure that the Public Has the Information They Need to Receive Broadcast Signals after February 17, 2009

PISCATAWAY, N.J. – November 17, 2008 – For the last nine years, the broadcast industry has been preparing for a fundamental shift in the way that broadcast signals are delivered to the American public. The actual full-power transition from analog television to exclusive use of digital television formally began in May 1999 and will be completed on February 17, 2009 at 11:59 p.m. when all full-power analog signals are required by Congressional law (Digital Television Transition and Public Safety Act of 2005) to be turned off.

The IEEE, along with numerous leading broadcast and technology organizations, is helping to ensure that the public is aware of this change and is armed with the information and resources to make necessary changes. Additionally, the IEEE wants to ensure that consumers understand the benefits available to them by taking full advantage of the digital signal.

“There are an alarming number of people out there that do not understand this change and will not be prepared to deal with it,” said Gary Sgrignoli, IEEE member and DTV Transmission Consultant for Meintel, Sgrignoli, & Wallace. “This is especially unfortunate for those people in rural areas that depend on analog television for news, and are unaware of what simple steps they can take to prepare for the change.”

As part of the IEEE initiative, the organization has developed a [Frequently Asked Questions](#) document, which it is circulating to all major media outlets and posting on several Websites. The document answers many pressing questions, such as who will be affected by the switch, what factors to consider when purchasing equipment and understanding the benefits of utilizing a digital signal.

“As a global organization focused on the advancement of the human experience, IEEE serves as an educational forum for technology and scientific issues,” said William Hayes, President of the IEEE Broadcast Technology Society and Director of Engineering & Technology for Iowa Public Television. “This is an important and exciting change that the public can embrace once they are able to understand the fundamental issues.”

If you are looking for proven resources and experts to provide insightful commentary on the switch from analog to digital television, or on other general engineering and broadcast topics, please contact IEEE at ieee-PR@ruderfinn.com.

About IEEE

The IEEE (Institute of Electrical and Electronics Engineers, Inc.) is the world's largest technical professional society. Through its more than 375,000 members in 160 countries, the organization is a leading authority on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Dedicated to the advancement of technology, the IEEE publishes 30 percent of the world's literature in the electrical and electronics engineering and computer science fields, and has developed nearly 900 active industry standards. The organization annually sponsors more than 850 conferences worldwide. Additional information about the IEEE can be found at <http://www.ieee.org>.

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