



freesat

brilliant for everyone

**For more information,
call or click today
08450 990 990**

www.freesat.co.uk

LEAFV10CT08



Experience free HD digital TV

All you need to
know about freesat

www.freesat.co.uk



BBC One & BBC HD –
Strictly Come Dancing

Welcome to freesat, brilliant digital TV for everyone

freesat, a new **digital satellite TV service**. For a simple, one-off payment you get plenty of channels and the option of the best of BBC and ITV in jaw-dropping **High Definition (HD)**.

Everyone deserves brilliant TV.

Brilliant coverage

What's more, **freesat is available to almost every home in the UK**. So everyone can now enjoy subscription-free digital TV with free HD programmes – bringing great entertainment into your home, wherever you live.



Full UK coverage

What's in the box?

First and foremost, with freesat you get **140 TV and radio channels** with enhanced interactivity, digital subtitles (if you want them) and the option of audio description.

You also get the option of **free HD programming** – allowing you to make the most of your HD Ready TV.

It even comes with a handy on-screen Programme Guide that's easy to use and lets you find exactly what you're looking for at the touch of a button.

Oh yes, all this for just a one-off payment with no subscription or monthly bills!

So what's this HD all about?

Enhance your TV experience with clearer, more lifelike pictures and sounds.

Remember video cassettes? They seemed fine at the time but as soon as DVDs came along, they showed us what we'd been missing. Well, the same is true of HD which has up to 5 times more detail than SD. Once you have experienced HD with Dolby Digital 5.1 surround sound, you'll never want to watch TV in any other way.

Get ready for the switchover

Soon all TVs will have to be digital in order to receive a picture. No matter how many digital boxes you have, you still only need one satellite dish, it's easy to switch over every TV in your house to freesat.



ITV1 & ITV HD –
UEFA Champions League



BBC One & BBC HD –
Heroes



BBC One & BBC HD –
Little Dorrit



Zone Romantica –
The Practice



ITV1 –
The X Factor

Great for every room!

freesat channels and services



Plus there's a whole load of channels we couldn't even fit on the page.



140 channels, brilliant for everyone

140 TV and radio channels

Entertainment

BBC One
BBC Two
ITV1
ITV HD*
C4
Five
S4C
BBC Three
BBC Four
BBC HD
BBC Alba
ITV2
ITV2+1
ITV3
ITV3+1
ITV4
E4
E4+1
More4
More4+1
Zone Romantica
Zone Reality
Zone Thriller
Zone Horror
Zone Horror+1
BET

News & Sport

BBC News
BBC Parliament
S4C2
Al-Jazeera English
Euronews
France 24
Russia Today
Fight Network

Movies

FilmFour
FilmFour+1
True Movies
True Movies2
Movies4Men
Movies4Men2

Lifestyle

Wedding TV
Overseas Property
Channel Information TV
Men & Motors
Audi Channel

Music

Chartshow TV
The Vault
Scuzz
Bubble Hits
B4U Music
Zee Music

Children

CBBC
CBeebies
CITV
POP
PopGirl
Tiny POP
Kix!

Special Interest

Teachers TV
Inspiration

Shopping

QVC
Price Drop TV
Bid TV
Pitch TV
Pitch World
Gems TV
Celebrity Shop
Shop on TV
JML Lifestyle
Simply Shopping
Best Direct

Radio

BBC Radio 1
1Xtra BBC
BBC Radio 2
BBC Radio 3
BBC Radio 4 FM
BBC Radio Five Live
BBC Five Live Sports Extra
BBC 6 Music
BBC7
BBC Asian Network
BBC Radio 4 LW
BBC World Service
BBC Radio Scotland
BBC Radio nanGaidheal
BBC Radio Wales
BBC Radio Cymru
BBC Radio Ulster
BBC London 94.9
Capital
Choice FM
Classic
Gold
Xfm
Absolute Radio
Absolute Classic Rock
Absolute Xtreme
NME Radio
WRN Europe
Planet Rock
RTE Radio 1
RTE 2FM
RTE Lyric FM
RTE na Gaeltachta
Insight Radio
BFBS Radio
Jazz FM

Gaming & Dating

Netplay
Gala TV
Smart Live Casino

Interactive

BBCi interactive

Plus all the regional channels from the BBC and ITV

Channel list as of November 2008

* Service accessed via red button

Which freesat option is best for you?

With 140 TV and radio channels, be sure not to miss your favourite shows...

new



freesat+ HD digital box – TV recorder, gives you complete freedom to **pause, rewind** and **record live TV** in both HD and SD. With a whole host of advanced recording features, enjoying your favourite shows has never been easier.

If you want to make the most out of your HD Ready TV...



freesat HD digital box, featuring all the benefits of the freesat SD digital box plus **the brilliance of HD pictures** and the option of Dolby Digital 5.1 surround sound. Connecting your home theatre system to your digital box will fill the room with the ambience of the on-screen action.

If you want great digital TV with loads of channels to choose from...



freesat SD digital box, with all freesat TV and radio channels in standard definition, 8-day on-screen listings, interactive TV and digital text, ideal for small TVs.

If you want a new TV and to save some space...



Some of the latest TVs have freesat HD built in which means you don't need a box. Just look for the freesat logo when buying a new TV.

Need advice? Call 08450 990 990

Getting freesat is as easy as 1, 2, free!

1. **Choose a freesat box or a TV with freesat HD built in. Look out for these logos in-store**



2. **Book an installation of a satellite dish***
(if needed)



**free! Experience free HD digital TV with a
freesat HD digital box**



*If you have a satellite contract or warranty agreement for your existing dish we recommend you check it to make sure that you are allowed to install other equipment without affecting your supplier's rights or yours.

Please check with a member of staff first.

The UK is going digital

The Government's switchover from analogue to digital will affect everyone between 2007 – 2012. To watch any of your TVs after this you'll need a digital box, or an integrated digital TV; freesat can help you prepare for digital switchover.

Using an existing dish?

If you already have a working dish and connecting cable, chances are you won't need an installation* – just plug 'n' play! Check with a freesat-approved retailer.

Save money with a multi-set installation

To keep all the TVs in your home working after the digital switchover, you'll need to have a digital box, or a TV with digital built in, for each room. Getting a freesat multi-set installation can save you money over separate installations at different times. The smart solution is to make all your rooms digital in one go; you can even buy the additional freesat digital boxes at a later date. freesat+ requires two cables to and from the dish (a dish with twin LNB). Please check your requirements with a freesat-approved retailer.

The example below shows the savings you could make, based on installing freesat or freesat HD digital boxes.



Costs indicated above are for installation only. Cost of freesat digital box is not included. Savings & costs indicated are typical at time of print and may vary.

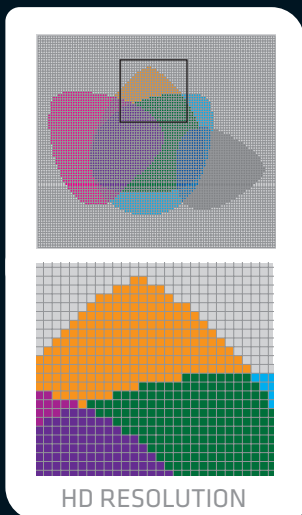
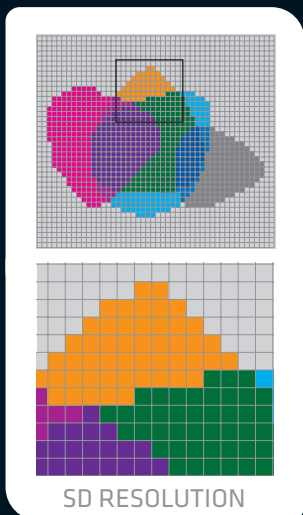
Ask a freesat-approved retailer how much you could save with a multi-set installation, or visit www.freesat.co.uk

No contract, no subscription. Ever

High Definition (HD) – how it works

Just because you have an HD Ready TV, it doesn't mean that you're watching in brilliant HD. Often you'd have to pay a subscription in order to see HD programmes – but not with freesat! By adding a freesat HD digital box to your HD Ready TV, you'll be able to enjoy crystal-clear images with no costly monthly payments.

Close up in detail - SD vs HD



Basically, an HD image has 4-5 pixels to every one SD (Standard Definition) pixel. The gaps between the lines are also narrower, making them invisible to the naked eye.

So what does all this mean for you?

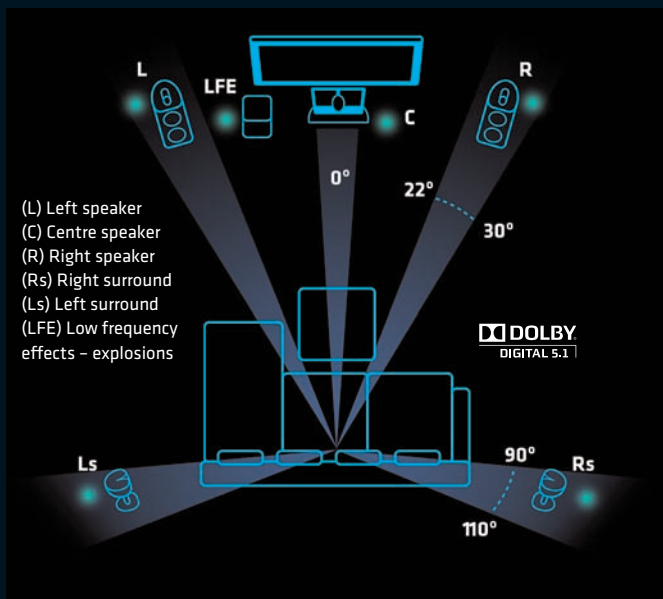
Well, a much clearer picture, for starters. Images appear up to 5 times sharper which makes the whole experience more lifelike. It's as if you're part of the action – whether that's scoring the winning goal or standing on stage with your favourite band.

HD programming brings your TV to life and it's so easy to join in with freesat. All you need is an HD Ready TV connected to a freesat HD digital box or IDTV with freesat HD built in.

Don't forget the sound!

You won't just see amazing images, you can also 'feel' part of the on-screen action. Use just one simple HDMI or optical cable to connect your freesat digital box to a 5.1 home theatre system, then you'll hear movies and enjoy your entertainment like never before.

See the diagram below for the ideal living room set-up and for more information, visit www.dolby.com



freesat...

- 140 TV and radio channels
- Free HD programmes
- Full UK-wide coverage
- No subscription, no monthly bills