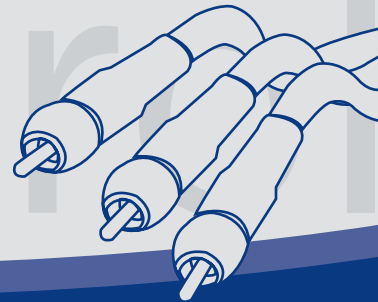


In Control

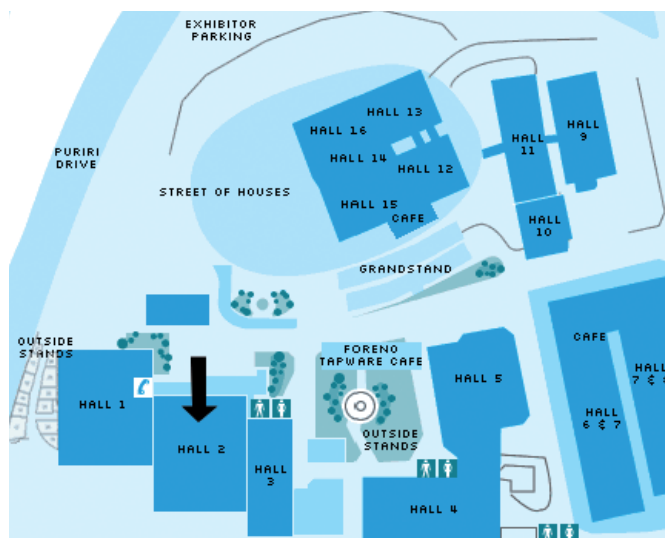


Welcome to the Automation Associates e-newsletter! Read on for the latest news on Free-to-Air Digital TV, and to win a Sony Micro System Home Hi-Fi stereo.

Auckland HomeShow

If you are building, renovating or planning a project, no matter how big or small, come and see us at the Auckland Home Show 13-17 September to see the latest in what Smart Home Technology has to offer you.

ASB Showgrounds, 217 Greenlane Road, Greenlane.
Hall 2, Stand 280.



Win This Stereo!

You can win this Sony Micro System! Simply reply to this email with a name and phone number of a friend or family member who is building or renovating along with your contact details and you will go in the draw to win this home hi-fi system...



The Sony Micro System has exceptional clarity, stereo separation and bass.

Features include:

- AM/FM tuner with Radio Data System
- CD and cassette player with remote control
- S-master digital amplifier
- Wooden speaker cabinets
- 2 way speakers with glass fibre woofer
- 2 x 70 watts
- 140W RMS (10% THD)

Competition drawn 29 September 2006.

Free To Air Digital TV

Coming to a TV near you!

What is it? A new 'free to air' high definition digital service has been developed for New Zealand by Freeview - a consortium of broadcasters including TVNZ, CanWest, Maori TV, Trackside and Radio NZ. In the short term broadcasters will use both existing and digital services with the current analogue service being phased out over the next 6-10 years.

Why is it better? The digital service will offer much higher quality images and sound as well as interactive TV, without fade-outs or intermittent quality. Employing progressive scan, which refreshes the picture more often, digital TV will be stable, fast with a crystal clear image. It is also likely that we will see more programming from additional niche commercial stations, as well as regional and community based stations.

When will it be available? As early as next year a satellite based service (DVB-S: Digital Video Broadcast - Satellite) will be available, with a second roll out of a terrestrial service (DVB-T: Terrestrial or land based antennas) providing expected coverage of 75% during the first phase.

Don't confuse this new technology with Sky TV's current 'Digital TV' service - Sky does use a digital format, however it is highly compressed (as you will be painfully aware of if you already own a large screen TV) and not high definition. Sky TV will also be offering a high definition digital service further down the track, and you will need a new Sky decoder when they do. As yet, Sky do not know if they will be offering the free to air digital channels over its new digital network - this is still being investigated.

Will I need additional equipment? All you will really need is the set-top box from Freeview (expected to retail for around NZ\$200 initially), but to really enjoy the benefits of Digital TV you'll need a high definition TV screen. Because digital resolution is roughly twice as high as a normal TV broadcast, a TV with more pixels (dots) will provide a sharper and more detailed picture.

So, unless you have a high definition TV (at least 1080 horizontal lines), your viewing experience will be as it is now - low resolution, dull and washed out. However, another good reason to upgrade to a HDTV screen is the introduction of high definition DVD. Both Blu-Ray and HD-DVD are due for commercial release later this year - we will bring you more information on this in coming issues...

Automation Associates has upgraded their database! Expect a call from us sometime in the near future to confirm or update your details.

We endeavour to bring you information and special offers that are interesting and relevant to you. Should you prefer not to receive this newsletter in future please reply with unsubscribe in the subject line.