

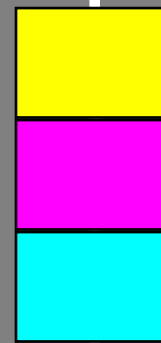
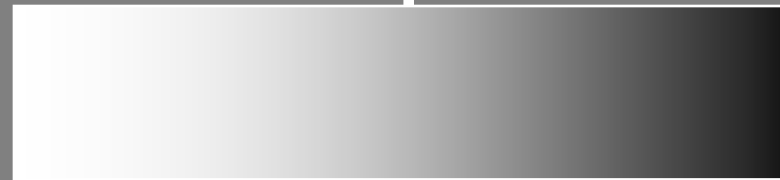
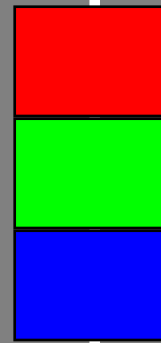
Presentation image should be adjusted to show all 4 arrowheads.

Color domain is 24-bit.

Color patches are NTSC primaries.

To confirm presentation audio, this slide has 4 repeating chimes:

1. Stereo left
2. Stereo right
3. Center stereo
4. Center mono mix



**Standard VGA  
Presentation  
Test Screen**



# The **WHAT** and **WHY** of Digital Television



**UW**  
**Extension**





**What is**

**DIGITAL TELEVISION?**

**and**

- **how does digital television differ from the TV we know now?**





# Why Digital Television?

- **Federal Communication Commission Requires conversion by 2003**
- **Digital broadcast will offer more services**
- **PTV can fulfill its original mission**

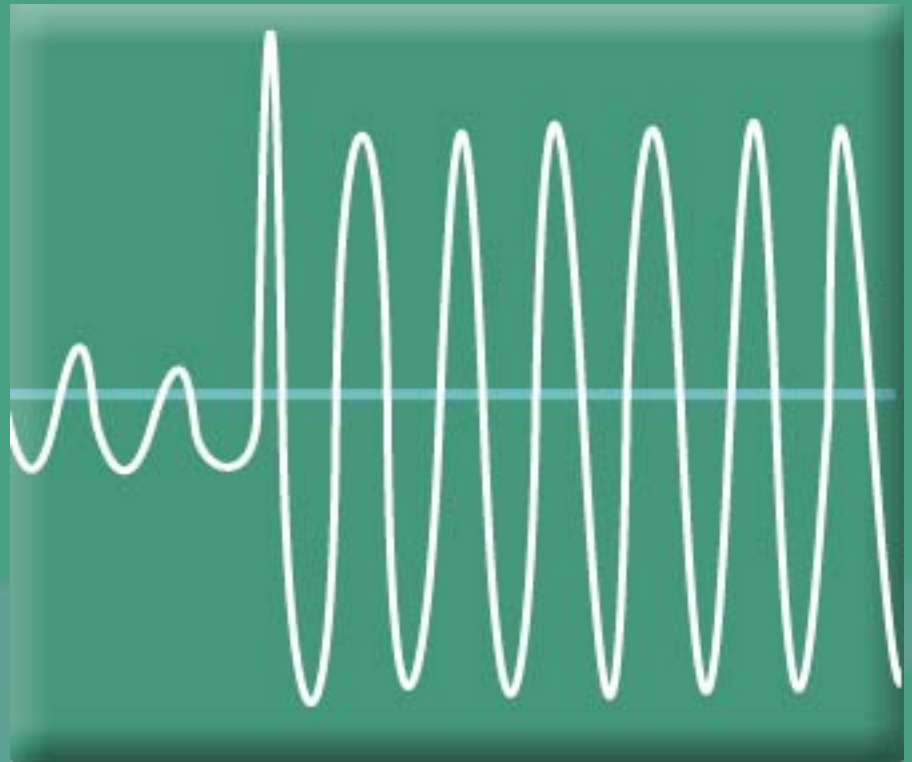




# What is Analog Television?

## A 50 Year Old System

**ANALOG** sends  
programs as  
rapidly  
changing  
waveforms





# Why Change to Digital Television?

## **DIGITAL**

**Sends programs as  
streams of numbers**

```
01000101000  
10100100011  
00101100101  
101100
```



- High Definition Television (HDTV)
- Multicasting
- Data Transmission





**WDSE-TV**  
DULUTH PUBLIC  
TELEVISION

**WLEF-TV**  
PARK FALLS

**WHWC-TV**  
MENOMONIE-EAU CLAIRE

**WHRM-TV**  
WAUSAU

**WPNE-TV**  
GREEN BAY

**WHLA-TV**  
LA CROSSE

**WHA-TV**  
MADISON

**WMVS-TV**  
**WMVT-TV**  
MILWAUKEE PUBLIC  
TELEVISION

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