

introducing the

*The New Improved*

**Spanish Fork  
Community Network**

# Cable Television Improvements

## HDTV

- Included with all cable
  - HD Broadcast of channels 2,4,5,7,11,13
  - Others will be added
  - Channel Numbers 402, 404, 405, 407, 411, 413

# Cable Television Improvements

## HDTV

- New HDTV Premium Tier (about) \$10/Month
  - ESPN-HD (Channel 424)
  - Discovery-HD (Channel 438)
  - HDNET 100% High Def (Channel 485 )
  - HDNET MOVIES 100% High Def (Channel 486)
  
  - Must have Digital Basic Service
  - Additional Charge for HD Set Top Box

# Cable Television Improvements

## HDTV

- New HD Channels in Premium Tiers
  - Starz-HD (Channel 526)
  - Showtime-HD (Channel 548)
  - HBO-HD (Channel 556)
  - Cinemax-HD (Channel 570)

# Cable Television Improvements

## Personal Video Recorders

- TIVO like system
- Pause/Rewind/Skip Commercials
- Record Favorite Programs
- Dual Processor boxes
  - Record 2 programs while watching another
  - Record 2 Programs at the same time
  - Watch a recorded program while recording 2 others

# Cable Television Improvements

## Set Top Boxes

- Standard Box (current) \$5
- HDTV Box \$5-\$10 (\$8)
- HDTV PVR Box \$10-\$12 (\$10)
- HD/PVR Dual \$10-\$15 (\$13)



Set Top Box Rental				
Model #	Features	Cost of Box	Month Charge	Months to Payback
DCT2500	SD Only	\$184	\$5	37
DCT6200	HD and SD	\$365	\$8	46
DCT6208	HD,SD and PVR (80GB)	\$468	\$10	47
DCT6412	HD,SD,PVR Dual Processor (120 GB)	\$542	\$13	42

# Cable Television Improvements

## New Digital TV Guide

Spanish Fork Community Network - Official Web Site - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Links Customize Link Address http://www.sfcn.org/sfcn/index.htm Go

Y! Search Web NEW Toolbar Update Mail My Yahoo! Games

HOME TV LISTINGS ACCESS E-MAIL

### Spanish Fork Community Network

Your Hometown Provider!

HIGH SPEED INTERNET CABLE TELEVISION CUSTOMER SERVICE BUSINESS SERVICES CONTACT SFCN

Features  
Rates  
Availability  
Tech Info

[NEW i-Guide Demo](#)  
Features  
Rates  
Channel Line Up  
Availability  
Channel 17 Listings

SFCN FAQ  
Technical Support  
Billing Information  
Expanded Olympic  
Coverage Explanation

Rates

Feedback  
E-mail  
Phone

City Council hits the air  
AND BECOME  
**TV Stars**  
Watch local issues on the tube.  
[www.spanishfork.org](http://www.spanishfork.org)

Cable TV & High Speed Internet

**Spanish Fork** Community Network

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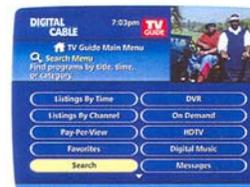
## i-Guide™ – Introducing the Power of i.

Introducing the all new interactive program guide from TV Guide. It's intuitive, intelligent and inspiring. Through Digital Cable, you're offering your customers more choice than ever before. With i-Guide, your customers can effortlessly find the television entertainment they want to see, all at the touch of a button. Best of all, it's so easy to use, they won't need a degree in computer science to find out what's on. That's **The Power of i.**

- State-of-the-Art Technology
- Compete More Effectively With DBS
- Supports Most Motorola Platforms<sup>1</sup>
- Commercially Available Late 3<sup>rd</sup> Quarter 2004
- Available on HITS Beginning Late 4<sup>th</sup> Quarter 2004

### KEY FEATURES:

- New High Resolution Interface
- New Advertising Model
- Quick Menu with Navigation Shortcuts
- Updated Flip/Browse Mini Guide
- Three-Column, 90-minute Program Grid
- New Features That Link Linear-TV & VOD
- Enhanced VOD Metadata Handling
- Custom Server Generated Backgrounds and Promotional Jacket Art
- Scaled Video Support
- Clickstream Data Collection Capability
- 14 Days of Look-Ahead Data<sup>2</sup>
- Series Recording<sup>3</sup>



### TV Guide Affiliate Sales

Dan Yokich  
Western Region  
323.817.4769

Betsy Brightman  
Eastern Region  
610-293-8487

Affiliate Website: [www.tvguideportfolio.com](http://www.tvguideportfolio.com)

<sup>1</sup> DCT1700, 1800, 2000, 2500 and all Advanced STB's

<sup>2</sup> With Advanced STB's and local server

<sup>3</sup> Available with Dual Tuner DVR Release (A23)



# Cable Television Improvements

## New Weather Channel Format

New

The screenshot shows a modern weather interface with a blue background. At the top, it says 'The Weather Channel' logo, 'current conditions', and the date 'SUN MAY 9' with the time '6:08:30 PM'. Below this, the location 'St. Paul' is displayed. A table lists various weather metrics: Humidity (41%), Pressure (29.71 in), Wind (S 18), Gusts (28 mph), Dew Point (49°), Ceiling (7000 ft), and Visibility (10 mi). To the right of the table is a cloud icon and the word 'Cloudy'. At the bottom right, the temperature '74°' is shown in a large font. A yellow banner at the bottom contains the text 'SEVERE THUNDERSTORM WATCH' and 'weather details:'.

HUMIDITY	41%
PRESSURE	29.71 in
WIND	S 18
GUSTS	28 mph
DEW POINT	49°
CEILING	7000 ft
VISIBILITY	10 mi

Cloudy

74°

SEVERE THUNDERSTORM WATCH  
weather details:

Old

The screenshot shows a text-based weather interface on a dark background. The text is arranged in a list format: 'Conditions at Provo', 'Mostly Cloudy', 'Temp: 46°F', 'Humidity: 71% Dewpoint: 37°F', 'Barometric Pressure: 30.07 in.', 'Wind: Calm', and 'Visib: 10 my' Reiling: 4400 ft.'. At the bottom, there is a timestamp 'FR1 Jan 28 12:59:32 PM' and the text 'Conditions at Provo'.

Conditions at Provo  
Mostly Cloudy  
Temp: 46°F  
Humidity: 71% Dewpoint: 37°F  
Barometric Pressure: 30.07 in.  
Wind: Calm  
Visib: 10 my' Reiling: 4400 ft.

FR1 Jan 28 12:59:32 PM  
Conditions at Provo

# Cable Television Improvements

## Improved CH 16 and 17

### Programming

- Ability to schedule an entire day not just a 6 hour rotation
- Better control of play times and frequency
- Improves advertisement play control

# Cable Television Improvements

## Printed TV Guide

- Should be ready with a deal for your approval at next council meeting
- Preliminary
  - Included with Daily Herald and Spanish Fork Press Customers
  - \$2 charge for Guide/Spanish Fork Press/Saturday Herald

# Cable Television Improvements

## Miscellaneous

- UVSC Channel on Channel 69
- Testing PBS Kids on Channel 66
- Ads on Channel 22 (Music is already back on!)
- Additional channel with picture ads and music

# What is in the future for SFCN?

- Competition
  - Video-on-Demand (COMCAST NOW)
  - Interactive TV (DEVELOPING)