

Press Information

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Getting Geared Up for FIFA World Cup™ with HDTV

The build-up and excitement to watch the 2006 FIFA World Cup™ is a totally unique phenomenon. Consider this: more than 2.7 million spectators attended the 64 matches of the 2002 FIFA World Cup Korea/Japan™. Meanwhile, a whopping 28.8 billion viewers in 213 countries watched the events on TV. Television coverage of the event reached virtually every country in the world, with more than 41,100 hours of dedicated programming. These impressive figures make the games of 2002 the most extensively covered and viewed event in television history.

Globally broadcasting the world's favorite sport in high-definition (HD) during the 2006 FIFA World Cup™ will prove to be a defining moment in sports history. Viewers will be able to enjoy seamless movements and vibrant colors unmatched by previous global sports programming. Featuring HD-Ready displays and HD set-top boxes, Philips is helping fans enjoy crisp and amazingly clear game plays in the comfort of their own home.

HDTV is the highest quality format in digital television. It provides improved transmission, better resolution and color and offers up to five times sharper picture quality than current standard definition TV sets. In order to have the stadium experience in the comforts of home, the football fan will need some minor preparation. Philips offers the following tips to get football fans geared up:

HD-Ready TV Set

Some televisions are digital and HD-Ready, which means that you can add a tuner to the television in order to receive HD signals. These sets are commonly called HD-Compatible or HD-Ready and are somewhat less expensive than a true HDTV. An HD-Ready TV features the capability to display HDTV, but needs a specific tuner to receive high-definition signals. The tuners can be included in an HDTV satellite receiver, an HDTV capable digital cable box or simply an over-the-air HDTV tuner, like an antenna. Selected set-top boxes include both over-the-air HDTV tuners and satellite HDTV tuners.

HD Video Source

You can get HD programming the same ways you get regular television shows right now – via cable, satellite or simply over the air through an antenna. Your standard definition digital picture will be good for the games, but not nearly as sharp and crisp as HD. True HDTV programming must originate in HDTV and be broadcast in HDTV. Football fans at home should think about how they plan on viewing the 2006 FIFA World Cup™ and find out about HDTV services in their local area as it's dependant upon each local provider to broadcast HD signals. Host Broadcast Services' (HBS) provides the world radio and television broadcasters coverage of the 2006 FIFA World Cup™ with more than 1,000 hours of originating content.

To lead the effort in making the 2006 FIFA World Cup™ an HD event, Philips offers an expanded range of plasma and LCD, Ambilight FlatTV™ displays. Football fanatics and novices alike will appreciate the stunning high-definition picture.