

TERK



H D T V A N T E N N A P R O

HDTV_i

Indoor UHF/VHF HDTV Antenna

TERK TERK Technologies 63 Mall Drive, Commack, NY 11725

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Indoor UHF/VHF HDTV Antenna



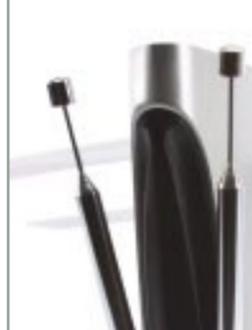
DO YOU WANT TO RECEIVE TRUE 1080i HDTV PROGRAMMING, NOT AVAILABLE ON CABLE OR SATELLITE?

With over 1,000 stations in more than 200 markets broadcasting digital television, nine out of ten households can now receive free HDTV signals with the right antenna, a set-top box and a high-definition television. Most of the antennas available today are large and unwieldy and need to be mounted outdoors or in a cramped attic. This is not an option if you live in an apartment or condo, or if you don't want the hassle of installing an antenna yourself. The solution is a quality indoor antenna, which can pick up all local HDTV channels; one that will look great next to your television and one that is easy to install.

HOW IS THE HDTV_i UNIQUE FROM OTHER HDTV INDOOR ANTENNAS?

The TERK HDTV_i is the only indoor HDTV antenna optimized for both UHF and VHF reception (channels 2-69). The HDTV_i elegantly solves the aesthetic challenge of integrating a log-periodic type element assembly into an indoor antenna.

It is tuned for optimum HDTV reception with a unique design that utilizes log periodic elements and dipoles for receiving both UHF and VHF HDTV broadcasts, allowing you to receive more stations. Its high gain picks up farther stations and its high back-to-front ratio rejects unwanted signals. The UHF antenna can even be mounted vertically or horizontally to aid in better reception.



Dipoles for VHF Reception



Easy Assembly



Mounts Vertically or Horizontally

Sales and Marketing

SUGGESTED ADVERTISING COPY:

50 Word

The HDTV_i's unique design utilizes log periodic tuned elements and dipoles for receiving both UHF and VHF HDTV broadcasts, allowing you to receive more stations. It is tuned for optimum reception: high back-to-front ratio eliminates unwanted reflected signals and high gain picks up distant stations.

25 Word

TERK's HDTV_i antenna's unique design utilizes log periodic tuned elements and dipoles for receiving both UHF and VHF HDTV broadcasts, allowing you to receive more stations.

Retail Signage / Advertising Callouts

- The ultimate indoor HDTV antenna
- Only indoor antenna optimized to get all HDTV channels (2-69)
- Get free local high-definition entertainment
- The perfect solution if you live in an apartment or condo

Catalog / Web Copy

- The only indoor HDTV antenna optimized to get all UHF and VHF HDTV channels
- High gain enables you to pick up more stations
- Highly directional UHF elements reduce signal interference
- High average return loss for better reception and superior performance

KEY SALES TRAINING POINTS:

Overview

- Combines both UHF and VHF antennas into one housing
- Clean overall design accents today's high-tech HDTV sets and tuners

Benefits

- The only indoor HDTV antenna on the market that can receive both UHF and VHF
- Unique log-periodic design is tuned for optimum HDTV reception, allowing you to receive more stations
- Eliminates unwanted reflected signals that interfere with reception
- High gain picks up farther stations and high back-to-front ratio rejects unwanted signals
- UHF antenna can be mounted vertically or horizontally to aid in better reception

Easy Installation

- Small footprint takes up less space
- The cable can easily be routed in two directions (front or back) for more flexible cable management
- Connects easily to your set-top box or high-definition television

KEY FEATURES:

Easy Installation

- Small footprint base takes up less space
- The cable can easily be routed in two directions (front or back) for more flexible cable management
- Connects easily to your set-top box or high-definition television

Quality & Performance

- Combines both UHF and VHF elements into one antenna
- Clean overall design accents today's high-tech HDTV sets and tuners
- UHF antenna can be mounted vertically or horizontally to aid in better reception

Applications

- Consumers looking for an indoor solution for receiving high-definition programming

SPECIFICATIONS:

Technical Information:

Operating Bandwidth:
VHF: Channels 2-13
UHF: Channels 14-69
Output Impedance: 75 Ohms

Dimensions

13 1/2" W x 9 1/8" H x 16 1/2" D
Height with dipoles extended: 42"

For more information about TERK products visit www.terk.com or call 1.800.942.TERK.

PRODUCT SET-UP:

Package Description

The HDTV_i package is a sturdy pegable four color gift box designed to be merchandised within the TV antenna department or cross merchandised near high definition televisions.

Package Specs

		Length	Width	Height	Weight
Gift Box	1	14 1/2"	3 1/2"	13 1/4"	3 1/4lbs
Sub-Master	3	14 5/8"	10 1/2"	13 3/8"	10 3/4lbs
Master	12	21 1/2"	15 1/4"	27 1/2"	45lbs

Pricing Information

MSRP \$39.99

Barcode

