



FALL/WINTER 2007

## **WHAT DOES ALL THIS TALK ABOUT MPEG-4 MEAN TO ME?**

The Moving Picture Experts Group (MPEG), a working group of the ISO/IEC standards body, has developed a number of standards for digitally compressing audio and video information. Vast amounts of video-audio data are required to accurately reproduce pictures and sound. In order to reduce the amount of data needed to reproduce an acceptable copy of the original the MPEG group created ways to compress the data. Standards like MP3 are for audio-only formats, while MPEG-2 covers audio and video data. MPEG-4 is the latest of these standards and requires much less data to transmit a video of the same quality as MPEG-2. The ability to decode MPEG-2 or MPEG-4 is a feature of the television set and typically can not be upgraded.

### **I just purchased digital TVs for my hotel last year. Does this mean they are already obsolete?**

MPEG-4 is an emerging standard that is beginning to be adopted by some content providers. DIRECTV has begun to add all *new* high definition programming in this format because it saves expensive satellite transponder space. DIRECTV transmits seven high-definition channels in MPEG-2 and has not announced plans to eliminate these channels or move them exclusively to MPEG-4. If your hotel receives these channels and is satisfied, there is no need to make changes to your equipment. If you wish to add new DirecTV based MPEG-4 channels to your system, you will need to change your equipment to support MPEG-4

### **I want to add one of the new MPEG-4 channels to my channel lineup. Does that mean I need new televisions?**

To add MPEG-4 capabilities to your hotel, you need to have a television that contains a digital tuner. Most TVs sold to hotels since July 2006 and all hotel TVs sold since March 2007 have digital tuners in accordance with FCC regulations. Generally, flat-panel TVs purchased recently contain a digital tuner. Some newer digital tuner models include both MPEG-2 and MPEG-4 decoding, and in this case you can add a DIRECTV transcoder in your head end to support the desired channel. If you have purchased televisions that do not support MPEG-4 but have a digital tuner, you can install a special “transcoder” in your hotel headend. As part of LG Electronics’ ongoing effort to protect your technology investment, we created the DIRECTV Transcoder that will convert the MPEG-4 signal into MPEG-2 format for legacy televisions. The HCS 7000R transcoder can be installed in your existing head end to ensure that this new content is available to previously purchased sets.

### **I receive my signals from the cable company. Do I need to worry about MPEG-4?**

Currently no cable companies are using MPEG-4, only DirecTV has a program to release new high definition channels exclusively in the MPEG-4 format.

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