

Press Release.....Press Release... Press Release.....Press Release...

Maxview Say Now you See It, Now You Don't, Without A Digital TV Signal Finder

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For Immediate Release

2nd June 2009

TV aerial manufacturer and accessory manufacturer Maxview have announced the launch of what they claim to be their most important accessory product for Caravanners with a TV in their van, since the launch of colour TV.

With the start of switch off of analogue TV signals and the switch on of digital last year, caravanners and motor home owners have been faced with a very important challenge. How, when you are in a digital signal area, do you know whether your TV aerial is receiving the digital signal?

The reason for the question, is that televisions with an auto tune facility will only receive the digital TV signal if the aerial is aligned with a relatively small acceptance angle. As a directional TV aerial only has an acceptance angle of around 20 degrees if your aerial is at 21 degrees you will receive nothing of the digital TV signal. With the old analogue signal you have a chance of getting a signal whereas digital provides no such opportunity.

Maxview's new digital TV signal finder allows the TV aerial to be connected to the finder and as you turn your aerial towards the general direction of the TV transmitter the series of lights illuminate to show that the aerial is aligned and receiving a digital TV signal. This then means that you are able to tune in your television knowing that you will be receiving the terrestrial pictures.

The digital TV signal finder is specifically designed to detect the current digital TV signal broadcast from transmitters that are only outputting at 50% of their full power until each area is officially switched off from analogue and powered up with digital.

If you are travelling down to the West Country this year you are going to have to use either a new television with a built in digital receiver or a digital set up box with your current television to receive any signals. Of course you will have to have a TV aerial and Maxview recommend at the very least adding a digital TV signal finder.

The other challenge is whether you will be in a full digital coverage area on your site, for all of the TV channels that you would normally receive at home. The reason for this is that the secondary or relay transmitters will only broadcast a limited number of channels, around 20 compared to the normal 48+. You can check the options available to you by entering the postcode of your destination into the Postcode Checker on the Digital UK website, www.digitaluk.co.uk.

The reason for highlighting the importance of the Maxview's digital TV finder is that the West Country is the second area within the UK to be switched over from analogue transmissions to fully digital. Although the area is one of the least permanently populated regions, in the summer it is filled with caravans and motor homes with TV's, all wanting to receive their regular programming. Maxview warn...be prepared!

Product will be available at all good leisure accessory shops from June 1st around £20.00.
www.maxview.co.uk

The second part of the challenge with digital signals is knowing that you are going to get them on your travels, so Maxview have launched their first Digital Tick, benchmarked aerial, the only one to carry the official Digital Tick Logo and CAI (Confederation of Aerial Industries) approval for the caravan market. The certification ensures that the aerial will give you the full signals within coverage areas and when combined with the Maxview Digital Signal Finder, ensures that you will get all of the available digital signals.

In areas where the digital is coming from the main transmitter and the power is currently at 50% the Maxview aerial meets all of the required standards and provides a high quality digital picture. To mount the aerial Maxview provide the Jockey Wheel Clamp and mast that gives up to 3.6m of height so that you can get the mast into exactly the right position for the best signal.

Steven May, Maxview's Digital Specialist commented "To receive the terrestrial digital TV signal when you are away, the New Digital Tourer is an ideal solution, although a little large at first sight we believe this aerial provides the best possible standard of terrestrial reception for the mobile. We recommend the digital signal finder as well to help you quickly locate the signal and ascertain that it is the full digital signal coming in or an old analogue one. Adding the signal finder now makes TV aerial set up on site, a one man operation. That's brilliant news for all of us who have spent years and years inside the van calling out, "left a bit, right a bit" until we got the best possible TV signal, usually after a little frustration!"

The Maxview Digital Tourer Aerial retails around £30, the Digital Signal Finder around £20 and Jockey Wheel Mast retailing around £30.

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