

# New Image Antennas

Your Local Digital TV Specialists

FREECALL 1800 035 121

Installed Today



## FAQ's

### **Who is New Image Antennas?**

New Image Antennas is a Melbourne based company with more than 18 years experience installing digital and analogue antenna systems for residential and commercial purposes. We're proud of the fact that we are highly qualified and experienced in what we do, using the latest technology and equipment to take care of all your TV and radio reception issues.

### **What do you specialise in?**

We're specialists in fixing and installing a range of antenna systems for residential and commercial applications. We can help you with all your antenna related problems, including fixing reception issues, TV antenna repairs, digital antenna installation, High Definition Set Top Boxes, UHF/VHF aerials, antenna masts, cabling, boosters, amplifiers ...pretty much anything antenna system related!

### **What areas do you service?**

We service all Melbourne suburbs and surrounds.

### **How much does a new antenna cost?**

There are a number of factors that determine what it would cost to install a new antenna. We have some great specials starting at \$120. Contact us today for a no obligation free quote.

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### TV RECEPTION

#### What's causing my bad TV reception?

It can sometimes be difficult to work out why you have bad TV reception, and what to do to fix it. It also depends on whether you have a digital or analogue TV. The main causes of bad TV reception are:

- How far away you are from the broadcasting tower

Your TV reception can be affected by how far away you are from the transmitter. Generally, signal strength will reduce the further away you are from the TV transmitter. With analogue TV, your reception could be snowy – the further away you are the snowier your picture gets. But with digital TV bad reception can mean that your picture breaks up and can fail altogether.

- Where you live

The physical surroundings of where you live can affect your TV reception. For example if there are tall buildings or hills between you and your TV transmitter then this can cause bad TV reception. You may also be living in a reception black spot. If you use an indoor antenna it might be getting interference from other electrical appliances nearby. You can find out more about digital TV transmission quality via, [www.dbcde.gov.au](http://www.dbcde.gov.au), the Department of Broadband, Communications and the Digital Economy website.

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## FAQ's

### What's causing my bad TV reception continued?

- How good your antenna is

The condition, age and quality of your antenna can play a big part in getting good TV reception. If your antenna is sitting on your roof, the constant exposure to the elements over a period of time may affect how well it receives TV signals. Also, over the past few years there have been improvements in TV antenna technology, which means your current antenna may not be up to scratch. The change to digital TV could also mean that your existing antenna is not the best for digital TV transmission.

As you can see, there can be a number of reasons why you're getting bad TV reception. It can be difficult to work out exactly what the real cause is, so if you're having trouble getting a decent picture on either your analogue or digital TV, contact us on freecall 1800 035 121.

## ANTENNA INSTALLATION

### I need a new antenna, how can you help?

At New Image Antennas, we have a quality range of Australian made antennas that we can install for you, whether you live in a free standing house, units or block of apartments. With more than 18 years experience in repairing and installing antennas across Melbourne and beyond, you can rest assured that we'll install the right antenna for you.

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### **What about commercial antenna installations?**

We are specialists in commercial antenna installations. Our experienced technicians have installed antenna systems for a range of commercial properties including hotels, retirement homes, clubs, resorts, hospitals and large-scale residential and commercial property developments. Call us on freecall 1800 035 121 to find out more about the commercial antenna system installations we have done.

### **How long are your antennas guaranteed for?**

All our antennas come with a lifetime guarantee.

### **Is there a difference in antenna quality?**

Yes, like everything, antennas vary in quality. We only provide antennas of the highest quality, and they are all backed by a lifetime guarantee. Not only do we use antennas of the highest quality, but importantly we also make sure that the complete antenna system, including all equipment and cabling is the best quality, giving you the best possible TV picture.

### **Can my antenna be fixed instead of being replaced with a new one?**

Sure, if we think that you're antenna can be easily repaired and give you a great picture, then it may not have to be replaced with a new one. We have the experience and knowledge to work out whether your antenna can be fixed, and the skills and tools to do the job properly.

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### **Won't I save money by installing a new antenna myself?**

Not necessarily. Consider the amount of time you'll need to spend working out what's the best antenna system for your building, geographic area and TV type. Then there's the time and cost involved in getting up SAFELY on the roof to fit the antenna, run the cabling and testing everything to make sure its all working fine. We've heard of DIY antenna installers facing their antennas in the wrong direction, breaking roof tiles whilst installing their antenna and worst of all serious injuries as a result of falls.

At New Image Antennas, we have the right equipment and years of experience in installing antennas and making sure your antenna system is correctly set up for your needs. We'll save you time, cost and hassle when it comes to professionally installing your new TV antenna. Contact us now for a free quote.

## **DIGITAL TV**

### **What is Digital TV?**

Digital TV is a new way of delivering TV signals to your home. In Australia, digital TV first started on 1 January 2001, alongside the existing analogue broadcast. The analogue broadcast is progressively being switched off around the country, so it's important that you know when your analogue service is being switched off to make sure you are "digital ready". You can find out when your analogue service will be switched off at the Government's Digital Ready website, [www.digitalready.gov.au/when.aspx](http://www.digitalready.gov.au/when.aspx).

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### **What is the Digital Switchover?**

The Department of Broadband, Communications and the Digital Economy on behalf of the Australian Government is managing the switchover from analogue TV to Digital TV. Over the next few years the analogue transmission will be progressively switched off, and the only TV broadcast available afterwards will be digital. You can find out more about the switchover at [www.digitalready.gov.au](http://www.digitalready.gov.au).

### **Will it cost anything to get Digital TV?**

No, all of the free to air channels will be available for free via digital transmission. There will also be a number of new free to air digital TV channels available.

### **What are the benefits of Digital TV?**

Digital TV provides a number of benefits, including better picture and sound quality, reception as well being able to deliver a range of new features such as widescreen, more channels and high definition. You'll also be able to get access to TV programme information via an 'Electronic Program Guide (EPG) and view some TV programmes with multiple camera view and interactive services such as internet content, shopping, games and more.

### **How Do I get Digital TV?**

There are 2 ways you can get Digital TV:

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## FAQ's

### How Do I get Digital TV continued?

- Through your existing analogue TV  
If you want to receive Digital TV through your existing analogue TV, then you'll need to get a digital set top box or digital TV recorder. We can supply you with an appropriate set top box, as well as help with installing it to give you crystal clear digital TV.
- Upgrade your TV to a set that has an inbuilt digital TV tuner.  
Most new TV's sold in stores now are Digital TV ready.

### Is there any assistance available from the Government?

Yes, there is assistance available for those on an Age Pension, Disability Support Pension, receiving Carer Payments or Department of Veterans Affairs Service Pension or Income Support Supplement. To find out more about the eligibility criteria and assistance available visit [www.digitalready.gov.au/household\\_assistance.aspx](http://www.digitalready.gov.au/household_assistance.aspx).

### I use an internal antenna, will that be OK for Digital TV?

Possibly. If you're currently using an indoor antenna, you may need to upgrade to an external antenna, unless you're in an area of high signal strength.

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## FAQ's

### **I've got an outside antenna, will that do for Digital TV?**

Our experience tells us that whilst some people will have antennas that are suitable for Digital TV transmission, many people have antennas that are old or need repairing and therefore may not be suitable for getting a decent Digital TV reception. Get in touch with us and we can help you work out if your current TV antenna is suitable for the best possible Digital TV picture. Contact us for a free quote.

### **What is the Antenna Installer Endorsement Scheme?**

This is an Australian Government initiative as part of the switchover to digital TV to ensure consumers have access to skilled and endorsed digital antenna installers. As an endorsed antenna installer, installers are required to meet minimum standards including:

- at least one year's experience as an installer
- have and know how to use digital signal measurement equipment
- have minimum public liability insurance of \$5 million

The scheme is voluntary for antenna installers, and in order to become an endorsed installer they must be assessed in working safely, coaxial cabling, installing antennas and antenna installing equipment.

For commercial applications, installers are assessed on their knowledge of installing complex systems as well as altering and troubleshooting complex antenna systems.

Find out more about the endorsement scheme at [www.digitalready.gov.au/faqs](http://www.digitalready.gov.au/faqs).



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### Is New Image Antennas an endorsed installer?

Yes, we are endorsed antenna installers under the Government's scheme for both domestic and commercial antenna installations.

### Where can I find out more about the switch to Digital TV?

The Government has set up a site specifically to help you with the switchover to Digital TV. There's a comprehensive range of information and advice, covering when the switch will happen, how to switch, why and more. Visit [www.digitalready.gov.au](http://www.digitalready.gov.au) to find out more.

Please read on to find out more about digital tv.



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## DIGITAL TV

### Digital TV Summary

Digital TV is an exciting new way of delivering TV signals to your home. With the introduction of Digital TV, Australians will enjoy a number of benefits including better picture and sound quality, new features and more channels. We have already seen new digital channels launched from the free to air channels such as One, Go, ABC2 & 3 and SBSTwo. You'll also find out more about the new channels [www.freeview.com.au](http://www.freeview.com.au).

The Australian government has decided that digital TV transmission is a superior technology to the existing analogue broadcast, providing a range of benefits to consumers.

Over the next few years, the current analogue TV transmission will be gradually switched off, which means you will only be able to get free to air TV if you have equipment that can receive digital transmission. You can find out when your area will be switched over to digital by visiting [www.digitalready.gov.au/when.aspx](http://www.digitalready.gov.au/when.aspx).

### How to switch to Digital TV

There are several different ways to switch to Digital TV. You have the option of either converting or upgrading your existing equipment. To keep getting free to air TV after your area switches over, you'll need a TV that can receive digital signals.

There are three ways you can get digital TV.

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## DIGITAL TV

### Option 1 - Set top box

A set top box allows you to watch digital TV using your analogue TV set. These can either be in Standard Definition (SD) or High Definition (HD), which are capable of providing interactive services such as TV programme guides and pausing/replaying live TV.

### Option 2 - TV with a built in digital tuner

Most TV's on the market today have digital tuners built in, which means once they're hooked up to your antenna you'll get all the digital channels.

### Option 3 - Digital TV recorder

A digital TV recorder, also known as Digital Video Recorder (DVR) or Personal Video Recorder (PVR) is a recorder that can both receive and record digital TV. These can be used with either your existing analogue TV or with a digital ready TV.

At New Image Antennas, we can help you work out the best antenna system for you to receive Digital TV. We can get you digital ready with a digital set top box and install a digital antenna system from only \$290. Contact us now with any questions you may have on choosing the right digital TV equipment.

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## DIGITAL TV

### Digital TV Reception

Digital TV promises to provide a range of benefits, including a clearer picture and sound. Bad digital TV reception can result in "pixilation" where your picture breaks up or no picture at all.

There are a number of factors that can affect the quality of your digital TV picture, including the strength of your signal, obstructions such as buildings and terrain, weather conditions as well as the quality of your antenna.

Whilst your existing antenna may be able to receive digital TV without any problem, our experience tells us that many people will have antennas that are old or need repairing and therefore may not be suitable for getting quality Digital TV reception.

Get in touch with us and we can help you work out if your current TV antenna is suitable to receive a great digital TV picture. We can assist with the best antenna selection, positioning, orientation, cabling and related equipment selection. Call us now on 1800 035 121.

### Antenna Installer Endorsement Scheme

New Image Antennas is an Endorsed Antenna Installer under the Australian Government's Antenna Installer Endorsement Scheme. The scheme aims to provide consumers with access to skilled and endorsed antenna installers, to help them become ready for digital TV.

Contact an antenna installer for advice about antennas and antenna installation services. You can find a list of Australian Government Endorsed Antenna Installers in your area through the Digital Ready Information Line on **1800 20 10 13** or at **www.digitalready.gov.au**

## What if my rental property is in a block of flats?

Larger complexes like unit blocks and townhouse developments may have shared antenna systems that need to be upgraded to receive reliable digital signals. In some cases, a shared antenna system may even need to be installed for the first time. Contact the owners corporation or building manager to ensure that the complex is digital ready.

## Accessing TV from the new satellite service

For viewers living outside the coverage area of local terrestrial television services, the new Viewer Access Satellite Television (VAST) service ensures you can enjoy the benefits of digital TV.

If your property needs to access digital TV through the satellite service, you will need to install an appropriate satellite dish to replace any rooftop antenna. More information is available from **www.digitalready.gov.au**

## Can I claim a tax deduction if I buy an antenna?

If you own an investment property, you may be able to claim a tax deduction for part or all of the cost of the purchase or upgrade of antenna equipment for your rental property. To find out whether you're eligible, contact the Australian Taxation Office (ATO), or download the ATO "Rental Properties" guide at **www.ato.gov.au/rental**

## Where can I find out more?

If you'd like to know more about the switch to digital TV and how to prepare your property

visit

**www.digitalready.gov.au**

Call our Digital Ready Information Line:  
**1800 20 10 13**  
**(Freecall within Australia)**

Download one of the Digital TV Antenna Systems handbooks from the website.



**Australian Government**  
**Digital Switchover Taskforce**

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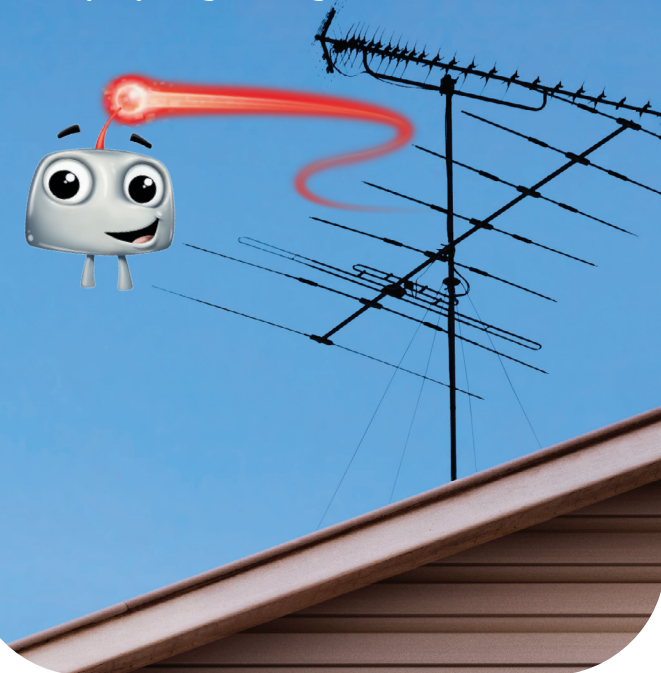
**Australian Government**  
**Digital Switchover Taskforce**

# Is your rental property

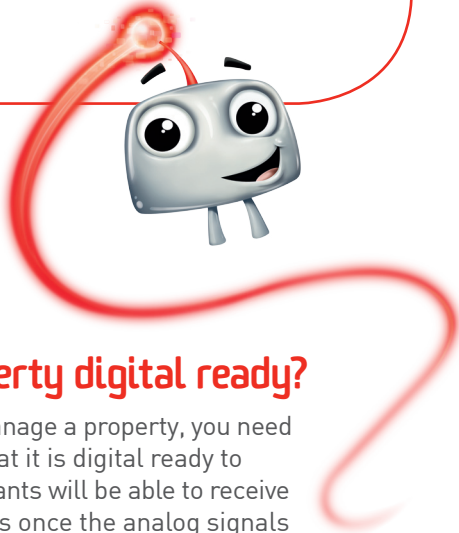
# READY

# for digital TV?

Important information for landlords and property managers



**Between 2010 and 2013, analog free-to-air TV signals are being switched off and replaced with digital-only signals.**



### Is my property digital ready?

If you own or manage a property, you need to check now that it is digital ready to ensure your tenants will be able to receive digital TV signals once the analog signals are switched off in the area. Your tenants will expect you to ensure the property is digital ready, so the sooner you're prepared, the better it will be for your property investment.

### What does this mean for my property?

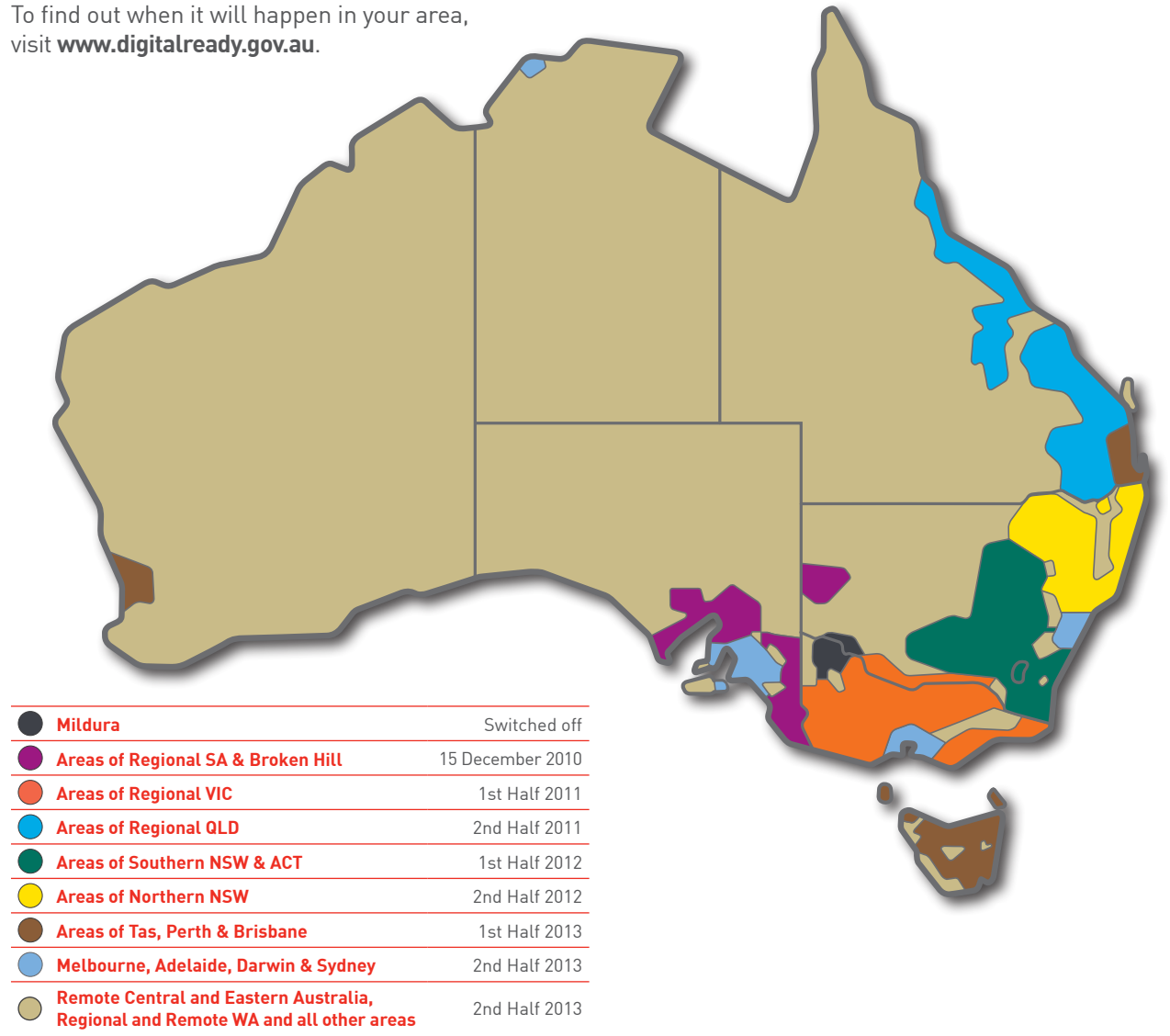
To watch digital TV after the switch off, your tenants will need equipment that's capable of receiving digital TV – equipment like a set top box (for connecting to an analog TV) or a TV with a built-in digital tuner.

The right antenna and cabling system are also important factors in receiving good digital TV reception. The TV antenna system for your property may need to be upgraded and as a landlord or property manager you need to ensure this is done.

### When will analog be switched off?

The switch off will be rolled out progressively around the country, region by region. The map and the table below shows you when and where the switch off will happen.

To find out when it will happen in your area, visit [www.digitalready.gov.au](http://www.digitalready.gov.au).



# Copy Article from [theage.com.au](http://theage.com.au)

## Signals of intent

Michael Idato  
May 27, 2009

### **Analog television fades to black in 2013 but will audiences and networks be ready?**

"In about 1680 days, the analog television signal will be switched off and any remaining analog-only sets will go blank.

It's the end of an era that's been coming for years. Digital television was switched on almost a decade ago but, thanks to legislative restrictions on new channels and little enthusiasm from hardware manufacturers or the networks, it was met with a lukewarm response from viewers.

The initial blueprint, which would have seen analog television switched off last year, looked unlikely as early as 2004. Since then, inertia has given way to a modest acceleration and, according to the latest research, 43.4 per cent of Australia's 21.74 million people have switched to digital either by connecting a set-top box to their existing television or buying a new one.

To meet the revised deadline of 2013, some 7300 people will need to switch from analog to digital every day for the next 3? years.

And Sydney, remarkably, has the most work to do. Its digital footprint is the lowest of any mainland capital, at just 40 per cent. Perth, in contrast, has the highest with 47.2 per cent.

The advantages of free-to-air digital TV include sharper picture (significantly so with high definition), better sound and, most importantly, additional channels. The failure of these channels to materialise, however, has been the greatest hurdle to the roll-out of free-to-air digital.

The reason for this was intense lobbying by the cartel of "old" television networks, who saw change as a greater threat than old age.

That costly mistake dampened enthusiasm for evolution in traditional television and allowed pay TV in particular, the digital-savvy Foxtel to gain a significant foothold and go into profit after only a decade, rare for a subscription television business.

The problem is compounded by confusion about what channels are available and what technology is needed to receive them. The free-to-air platform Freeview, invented to sell digital free-to-air TV in a single word, launched a campaign selling 15 channels. But five of those are the existing free-to-air networks and another five are their HD simulcasts, shaving 10 off the total before you've even picked up the remote. In fact, at the moment, there are only two new channels on air: the sports channel One and the general entertainment channel ABC2. To their credit, both are excellent, particularly for start-up channels.

SBS launches SBS2 in a week, general entertainment channels from Nine and Seven will launch around October (neither has been officially announced but there are rumours Nine's will be called GO99) and the ABC will launch ABC3, a children's channel, by December. That's six new channels by the end of the year.

Contrary to prevailing myth, any television can receive digital signals as long as it is connected to a set-top box that decodes the signal. One of the most powerful illustrations used by Foxtel to sell its digital service was a Foxtel box hooked up to a 1970s-era Rank Arena analog TV. The picture was not so crisp but the point was clearly made.

So, to dispel any confusion, here's the capsule tutorial. No, you don't need a new digital TV; a digital set-top box will do. No, that set-top box doesn't have to be a Freeview box; any box will receive the new channels. Freeview-badged boxes come with a navigable electronic program guide (EPG) but sacrifice some functionality (ad-skipping and some off-box copying features) to appease the innovation-fearing broadcasters. **Yes, you might need a new antenna, so check the one you have is up to puff. That point is generally played down by the industry but, anecdotally at least, the Guide hears many stories about new digital TVs hitting an antenna-related iceberg on their maiden voyage.**

Now, to crunch the numbers. Standard definition pictures are composed of 576 vertical lines of 720 horizontal dots each, interlacing two halves of the same image alternately. The technical name is 576i (that's i for interlaced). High definition (HD) is, in theory, anything better than that, so most broadcasters cheat by replacing the interlaced picture with a progressively displayed one.

With a flick of letter legerdemain, 576i becomes 576p and HD. A true HD image is closer to 1080 vertical lines of 1920 horizontal dots each (1080i or 1080p). All you need to remember is this: a higher number is a more detail-rich image and where two numbers are identical, p is better than i.

Hopefully that sorts out the confusion but don't count your digital TV's chickens 'til they've hatched. We've been sold hollow promises already, so the onus is on the industry to deliver on the audience's expectation.

Digital radio is grappling with the kind of inertia digital TV faced when it was launched in 2001. That shouldn't last too long, though. Britain's Freeview, for example, has 30 radio stations in addition to its 50 television channels and when Australian broadcasters realise the market's hunger for new content, they will likely follow suit.

One of the remaining hurdles is the corporate fragmentation of the Australian broadcast market and the gulf between city and regional broadcasters. Regional Australia lags in the roll-out of digital infrastructure and a digital channel such as One can only be seen in the mainland capitals.

The other challenge is the current global financial situation. The clock is ticking and the networks must launch new services but the economic climate has rarely been so unforgiving. The networks should have made digital hay while the economic sun was shining."