

TUNE IN TO THE MAY
EDITION OF INSIGHT
FOR FURTHER
INDUSTRY NEWS

INSIGHT

Find out more about our business and services by calling Frequency Distribution today...

Welcome to the April edition of Insight; your monthly newsletter featuring the latest industry information.

Following last months publication, we would like to express our thanks to those of you who registered to our website... we received record activity in March and hope you enjoy all the listed features, services and simple product ordering facility.

If you have any comments relating to the website, product catalogue or even suggestions as to what products you would like to see on our regular monthly offers, please feel free to post your views onto our website blog.

We would love to hear from you.

- ▶ **Spring/Summer Product Catalogue** – Don't miss out on receiving our next product catalogue to be distributed 1st May. The catalogue will be packed with products from all the leading industry brands at the very best prices... phone your local depot to pre order.
- ▶ **Five HD on SKY** – Following the news that Freeview HD will not be launching Five HD this year, Sky has moved quickly to announce that the channel will be launching on its HD platform in July. Five HD will join the recently-announced Sky News HD, ITV1 HD, Sky Sports HD and Hallmark Channel HD in Sky's high-definition line-up. Sky is aiming to have 50 HD channels on the air by Christmas.
- ▶ **SKY 3D News** – Following last months mention, SKY has confirmed its Sky 3D service will launch on the 3rd April with the Premier League clash between Manchester United and Chelsea. Since previewing in January with the Arsenal vs. Manchester United game, the service has signed up more than a thousand pubs and clubs across the UK and Ireland. In addition to football, the service will also broadcast a range of documentaries and movies at selected hours of the day and will be compatible with all the 3D TVs coming to market over the next few months.

- ▶ **Freeview HD STB's now here** – The trade industry has seen the arrival of the Humax HD-FOXT2 Freeview receiver. Viewers can watch the latest freeview HD content, up to 50 standard freeview channels, digital radio stations and interactive red button services. It's easy to set up and with no subscription or contract will prove an exiting proposition for the viewing public. Remember to visit the Freeview HD coverage checker:

freeview.co.uk/availability/main/indexhd.

STB Trade price @ £124.50 ex vat. For further details and to place your order please contact your local depot.

- ▶ **BBC iPlayer now on Freesat** – March saw the arrival of the Beta version of BBC iPlayer on Humax digital STB's and Sony Freesat HD TV's. Users can view the service by connecting their Freesat HD or Freesat+ product to a broadband connection (1 Mbps is required or 2 Mbps for high quality viewing). Connection is by ethernet cable or via Homeplug.
- ▶ **Digital Switchover** – Following completion of the DSO in Wales... the 24th March saw the switchover get underway in the West region (Mendip transmitter) covering Bristol, parts of Somerset, Dorset, Wiltshire and Gloucestershire areas affecting approx 700,000 people.
- ▶ **AV Distribution** – A hot subject that continues to challenge us as we strive to cope with high definition video signals and HDMI distribution. Remember, Frequency Distribution possess a dedicated department solely focused on delivering integrated service solutions required by today's viewing enthusiasts. Call **08444 632558** for further details.
- ▶ **One for innovation** – Be sure to view this ingenious design which will surely revolutionize the traditional 3 pin plug on our array of gadgets and STB's. Visit: <http://stuff.tv/News/Folding-plug-design-wins-Design-of-the-Year-award/14234/>