Article published on August 23rd 2012 | Satellite

Freeview is the brand given to the digital terrestrial television platform in Australia. It is intended to bring all of the free-to-air (FTA) broadcasters on to a consistent marketing platform to compete against subscription television. Free view TV is the latest fashion in television and entertainment, there are a lot of people nowadays who want to watch the wide range of channels offered by Free-view and there are a lot of people who want to enjoy all the shows, the great clarity of pictures. In the past, television has always been analog; it was one of the best things that ever happened to man in the past, but nowadays, everyone is looking for clearer signals and a better picture quality. Analog in the past was quite reliable; but nowadays, people want more channels and best picture quality this makes them to turn towards digital technology. In many countries, digital signals are now being utilized and , many countries have already placed an ultimatum making sure that after a predetermined date, all broadcast stations will have to go digital.

There are a lot of advantages for having a digital signal, the sad fact is that, all television sets cannot receive and display the pictures having digital output, and old television sets needs to be upgraded so that it can effectively display digital broadcasts. Freeview TV is newly introduced technology in the world of television entertainment; this is because it can provide you with a wider array of channels and great quality when it comes to pictures and reception. A lot of people though that Freeview TV would never be able to compete with cable TV and especially with satellite TV, unfortunately, because of the vast number of channels that it can provide. The demand for free-view is going to be more demanding and gaining importance.

TV aerial, is an antenna specifically designed for the reception of over the air broadcast television signals, which are transmitted at frequencies from about 41 to 250 MHz in the VHF band, and 470 to 960 MHz in the UHF band in different countries. To cover this range antennas generally consist of multiple conductors of different lengths which correspond to the wavelength range the antenna is intended to receive. The length of the elements of a TV antenna is usually half the wavelength of the signal they are intended to receive. The wavelength of a signal equals the speed of light divided by the frequency. The design of a television broadcast receiving antenna is the same for the older analog transmissions and the digital television (DTV) transmissions which are replacing them. Sellers often claim to supply a special "digital" or "high-definition television" (HDTV) antenna advised as a replacement for an existing analog television antenna, even if satisfactory: this is misinformation to generate sales of unneeded equipment.

It can be seen that TV aerials have been evolving in their shape, size, design and technology. These changes with TV have allowed digital technology to emerge with digital aerials. It is not necessarily true that the existing aerials must be thrown away for the upcoming digital aerials; sometimes, it takes a bit of ingenuity to fix the existing TV to secure optimal signal broadcasting that comes now in digital form. There are many suitable components in the market which allow analogue aerials to secure clear picture on digital signals flowing more and more pronouncedly over the air waves such as Freeview digital.

Aerial-An aerial installation is the heart and soul of your television, without it, your television is just basically an empty box and you will never be able to enjoy it no matter how new or nice your television set is. The installation ensures that the viewer will be able to get the best television images and is also essential if you want to have the full digital signals. This is also one of the many reasons why all television owners must invest in an installation especially one that is of high quality and one that is installed by a professional installation technician. Aerial plays important part to view different broadcasting channels with clean and clear picture results, aerial basically catches signals

via air waves better placed aerial best would be the picture quality.

Article Source:
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Article Keywords:
freeview, tv aerial, aerial

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