

HCC Bits & Bytes

 HoodCanal
COMMUNICATIONS



Digital is Better!

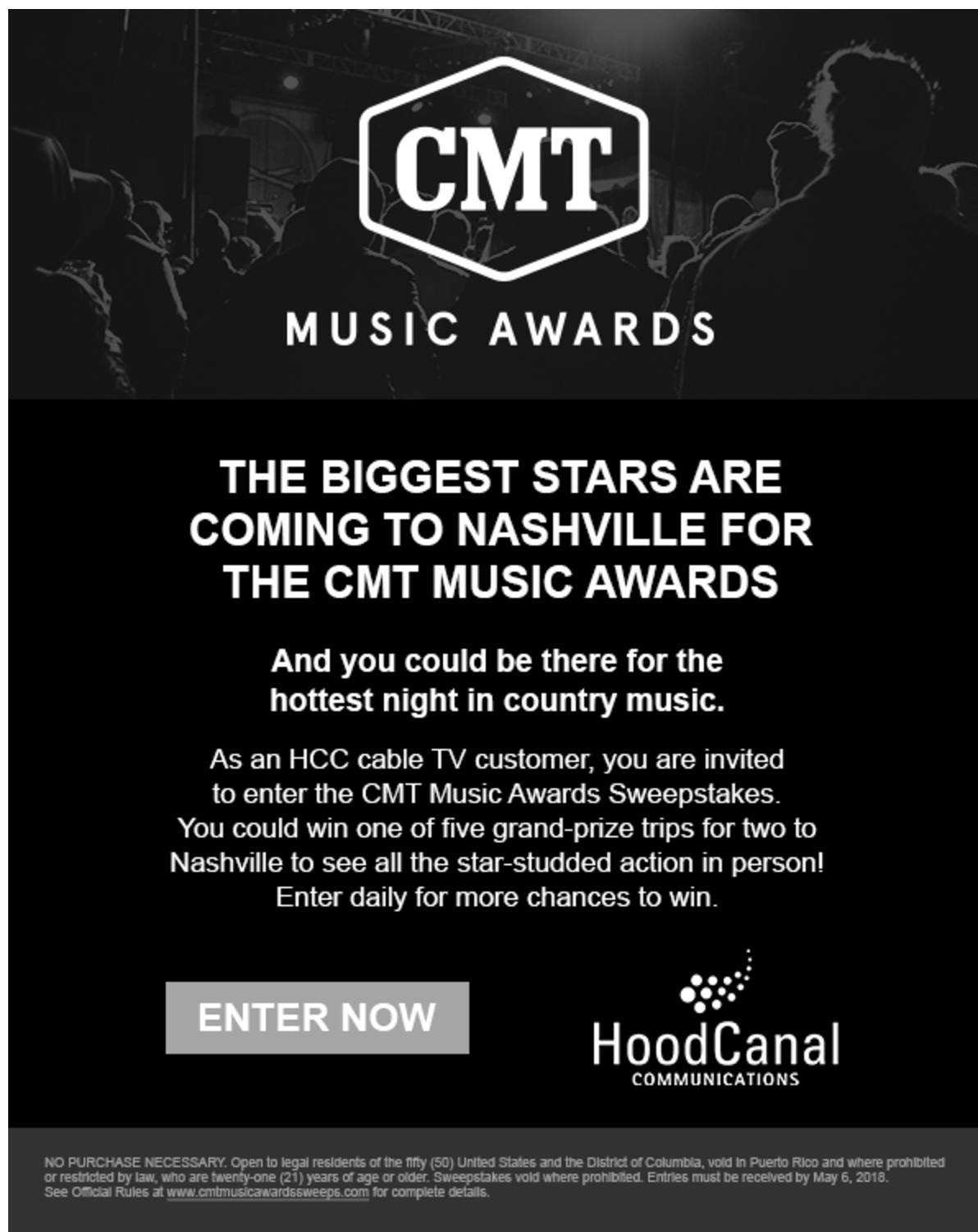
Digital terminal adapters (DTA) are heading to a TV set near you! Starting in the next few weeks, HCC will begin to deploy DTAs for all new or reconnecting cable subscribers. The DTAs will allow HCC to broadcast the basic cable lineup in an all-digital format. This will mean improved picture quality as well as access to the local Seattle Networks in high definition.

Broadcasting in all digital will allow HCC to discontinue broadcasting channels in analog on their cable system. This frees up valuable space to be used for other services and features. Video service is evolving, and customers are demanding a more interactive experience and selection. This requires faster Internet speeds and uses more data. Going all digital is the first step towards better video and Internet speeds.

The good news is that the DTAs are small and inconspicuous. They are HD compatible with an HDMI output offering the highest quality connection on cable TV equipment. An HCC branded universal remote control will be provided with each DTA. The simplified remote features RF technology and the ability to control your TV set. That means the DTA can be tucked away behind your TV (or put in to an entertainment center) while ensuring the remote will still work!

Over the next several months existing cable customers will begin to see notifications, advertisements, and reminders that DTAs will be required in order to continue to receive all of their basic cable channels starting this summer. The tentative timeline is to begin eliminating

analog broadcast channels in groups of eight starting in July with all analog channels eliminated by September. So, stay tuned for more information.



The advertisement features a dark background with silhouettes of people at a concert. At the top center is the CMT logo, a white hexagon with the letters 'CMT' inside. Below it, the words 'MUSIC AWARDS' are written in a bold, white, sans-serif font. The main headline reads 'THE BIGGEST STARS ARE COMING TO NASHVILLE FOR THE CMT MUSIC AWARDS'. Below this, a sub-headline says 'And you could be there for the hottest night in country music.' The body text invites HCC cable TV customers to enter the CMT Music Awards Sweepstakes, offering five grand-prize trips for two to Nashville. A prominent grey button with white text says 'ENTER NOW'. To the right of the button is the HoodCanal Communications logo, which consists of a cluster of white dots of varying sizes above the text 'HoodCanal' and 'COMMUNICATIONS' below it. At the bottom of the advertisement, in small white text, are the sweepstakes rules: 'NO PURCHASE NECESSARY. Open to legal residents of the fifty (50) United States and the District of Columbia, void in Puerto Rico and where prohibited or restricted by law, who are twenty-one (21) years of age or older. Sweepstakes void where prohibited. Entries must be received by May 6, 2018. See Official Rules at www.cmtmusicawardssweeps.com for complete details.'

Etc...

April Employee of the Month

Quest Coming to HCC

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