

## CEA'S HDTV EDUCATION EFFORTS

**CEA and on the Web** – CEA operates four websites that promote the DTV transition through consumer and dealer education:

- *myCEknowhow*: [www.myCEknowhow.com](http://www.myCEknowhow.com). To help consumers navigate the new features and options made available by digital television, CEA and CNET have joined forces to produce interactive CEknowhow Buying Guides. The Guides, which can be found on CNET.com and the CEA's consumer information site, [www.myCEknowhow.com](http://www.myCEknowhow.com), are designed to introduce consumers to digital television and to ease confusion about the technology before shoppers even enter the store.
- *Antenna Web*: [www.antennaweb.org](http://www.antennaweb.org). This interactive website shows consumers and salespeople the free, over-the-air DTV signals that can be received at their location and what type of antenna is needed to do so. The site receives approximately 100,000 hits per month.
- *CE Know How*: [www.CEknowhow.com](http://www.CEknowhow.com). This is an online retailer education program that is designed to equip retailers with up-to-date product category training for sales associates. CEknowhow.com is customizable, allowing retailers to license and tailor the program to suit their particular needs. In 2006, more than 38,000 sales persons completed training via CEknowhow.com.
- *The Connections Guide* website is an interactive resource designed to help consumers better understand how to connect their audio and video (including DTV) products. This site is located at: [www.CEAconnectionsguide.com](http://www.CEAconnectionsguide.com).