

Shrewsbury Cable Home

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## Shrewsbury Cable

### Products and Services

#### Basic Cable

Basic cable covers channels 2-33 this line up includes the following analog stations.



Channel Line Up (Basic, Expanded Basic, Digital, HDTV, Premium)

#### Expanded Basic Cable

Extended Basic cable includes 75 channels (ch 2-74 + 76 + 77). This line up includes the Basic Cable line up.\*

#### Digital Cable / Cable Complete

Cable Complete gives customers great value in cable television programming - a total of almost 200 channels offering the best that cable has to offer in news, sports, movies and information.

Digital cable cards are available for use with compatible televisions for \$8.95/mo.

#### Premium Packages

Premium packages are only available to customers with Digital Cable.

#### HBO - \$10.95/mo

- HBO
- HBO Plus
- HBO Signature
- HBO Family
- HBO Comedy
- HBO Zone

#### Cinemax - \$10.95/mo

- Cinemax
- MoreMax
- ActionMax
- Wmax
- ThrillerMax
- @max
- OuterMax
- 5 StarMax

#### STARZ Super Pak - \$10.95/mo

- STARZ!
- STARZ! 2
- STARZ! Family
- Black STARZ!
- STARZ! Cinema
- Encore
- Encore WAM!
- Encore Action
- Encore Love
- Encore True Stories
- Encore Mystery
- Encore Westerns

#### Showtime Unlimited - \$12.95/mo

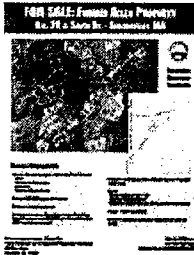
- Showtime
- Showtime TOO
- Showtime Showcase
- Showtime Beyond
- Showtime Extreme
- Flix
- Showtime Next
- Showtime Family
- Showtime Women
- The Movie Channel
- TMC Extra

#### The Playboy Channel - \$13.95/mo

#### CCTV-4 - \$10.95/mo



Major Development  
Opportunity



Allen Property

**WWE 24/7** - \$7.99/mo

**Zee TV** - \$10.95/mo

**TV Asia** - \$10.95/mo

**International Pak** (Zee TV and TV Asia) -  
\$18.95/mo

### High Definition Television

Seeing is believing. The latest in premium picture quality has arrived. Shrewsbury Cable now offers Digital Cable customers HTV Service\* for those who have high-definition televisions. HDTV sets provide a "wide screen" effect along with the highest resolution picture available today, rich in color and clarity. Shrewsbury HDTV set owners will be able to watch selected high-definition programming from HBO\*, Showtime\*, and Discovery networks. ABC, NBCC, CBS, PBS, and Fox also offer some HDTV programming.

**HBO HDTV\*** - Smash movie hits, original films, comedy specials, concerts, sports and more.

**Showtime HDTV\*** - Exclusive blockbuster hits, original movies, championship boxing, and great family programming.

*\*Subscription to HBO and/or Showtime required*

### Personal Video Recorder (PVR) Service - Take Control of Your TV

Shrewsbury Cable's PVR service allows you to pause live programs as you're watching them and start them up when you're ready to return to where you left off. You can also rewind, fast-forward or record programs with a touch of a button.

While you watch your favorite TV program, the Explorer 8000 Home Entertainment system is storing a copy in the built-in PVR. Let's say the telephone is ringing and you don't want to miss any scenes of your favorite TV program. PVR lets you pause the program, or rewind and play a portion of it again, or fast-forward it to watch a specific scene.

Sports fans can enjoy complete control by using Instant Replay to watch your favorite plays again. The PVR allows you to record and watch programs later, watch one program while recording another one to watch later. You can also record two programs at the same time, or record a single episode or all the episodes of your favorite TV programs.

And, your PVR will also allow you to use a "Picture-in-Picture" feature to watch two programs at the same time.

**[To Learn More About the PVR Click Here!](#)**

### High Definition TV/Personal Video Recorder Combination

It's here! Shrewsbury Cable is now offering a converter box that combines the functionality of a PVR (rewind, fast-forward or record programs with a touch of a button) with the picture quality of HDTV (the highest resolution picture available today, rich in color and clarity).

**[To Learn More About the HDTV/PVR Combo, Click Here!](#)**

### High Speed Internet (Town ISP)

Shrewsbury's high-speed Internet service is a direct-connect, online all the time service provided via a cable modem. Below are some key facts about this new service. Call (508) 841-8500 to order.

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For more inquiries or information contact us at 508-841-8500.

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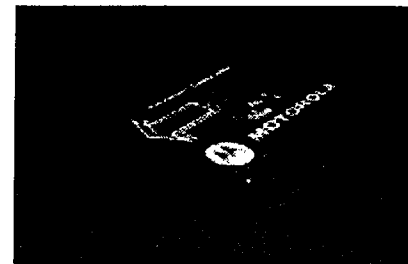
Monday November 6, 2006 10:52 am

## Cable Card

The cable card is an electronic card - about the size of a thick credit card - that inserts into a new generation of TV's and other digital electronic devices.

Cable cards decrypt (unscramble) Bright House Networks' channels so that set-top converter boxes are no longer needed. With a cable card, customers can see digital and analog channels; as well as HD programming and subscription channels such as HBO, Cinemax, etc.

**But cable cards do have limitations.** Cable cards only work on devices specifically made to accept them.



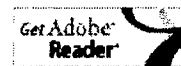
**Supported TVs** (PDF) - current list of certified TVs that will support this cable card.

Even on these compatible devices, cable cards **do not** provide customers with the very popular interactive cable guide (**iGuide**) or allow customers to order advanced services such as Pay Per View events, on Demand programming or Premium Sports Packages to name a few. Bright House Networks and other cable operators are currently working with consumer electronics manufacturers to develop a standard that permits the two-way communication required to receive these interactive programming services. However, there are no two-way TV hosts on the market today.

Cable cards are not available at electronic stores. They are only available through Bright House Networks at a low, per month rental fee, plus tax. In order for a cable card to operate, a Bright House Networks technician must visit the customer's home to install and program the card. If a customer moves out of Bright House Networks service area, he/she must return the cable card to Bright House Networks. The new cable provider must install a new card to ensure compatibility with their system.

Bright House Networks actively strives to provide customers with the most innovative products and services available on the market today. The cable card is one of the newest technologies in the electronics industry and as such, is continually being modified. As this process continues, there will be occasional technical challenges with the card, which Bright House Networks, in cooperation with others in the industry, will work to resolve.

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## Cable Cards

Several new high-end television sets now feature a cable card slot. These slots accept a small card which, when activated by Blue Ridge Communications, enables the TV to receive digital cable and/or high definition TV (HDTV) programming without the use of a digital set-top box.

Blue Ridge Communications offers cable cards in place of digital set-tops for those customers that request them. Customers that rent the card from us receive access to our digital cable packages. However, not all of the features of digital cable are available using a cable card. The price for digital service using a cable card is the same as it is with a set-top box.

### If you are considering the use of a cable card, there are some pros & cons that you should keep in mind:

#### PROS

A cable card replaces the need for a set-top box. This is great for customers that do not have the space for or do not want a set-top box, especially those with wall-mounted plasma TVs.

#### CONS

TV sets with cable card slots are more expensive since they feature a built-in tuner, which is necessary for a cable card to provide digital cable service.

Some digital cable features that require two-way interaction will not work with a cable card. For example, the On-Screen Program Guide, Video On Demand, PassTime Games and pay per view are not accessible with a cable card.



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## CableCARD™

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Digital Cable Ready Televisions (DCR TV) provide the ability for cable subscribers to access their digital, HDTV or Premium service without utilizing a standard set-top box.



These new generation television sets use a device known as a **CableCARD™** that is inserted into the back of the set.

The **CableCARD™** is "paired" with your DCR TV and you are then able to access the service package that you are subscribed to.



Current DCR TVs are only one-way devices. This means that interactive features that you currently enjoy with the digital set-top box are unavailable when using a DCR TV in combination with a **CableCARD™**.

BendBroadband will provide **CableCARDs™** to our customers who have DCR TVs for a low monthly fee of \$2.95/month. There is also an additional CableCARD Gateway charge of \$1.95/month.

### Comparison Chart

Feature	CableCard™	Digital Set-top Box
<b>Cable Programming</b> Can receive analog and digital programming.	Yes	Yes
<b>Interactive Program Guide</b> Can access BendBroadband's on-screen program guide.	No CableCard™ does not support interactivity.	Yes
<b>Parental Controls</b> Can set parental locks on programming. (DCR TV does support V-Chip technology)	No CableCard™ does not support interactivity	Yes
<b>Pay-per-view and Video On Demand</b> Can order Pay-per-view and Video On Demand movies and events from remote control.	No CableCard™ does not support interactivity.	Yes
<b>Picture Quality</b> Displays a clear picture and has high-quality audio.	Yes	Yes
<b>Premium Channels</b> Can access channels like HBO, Showtime, The Movie Channel or STARZ.	Yes	Yes
<b>HDTV</b> Can access high-definition channels.	Yes	Yes

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