

# Atlantic Broadband going to all-digital video network

By JACK SHAM  
Staff Writer

**GRASONVILLE** — An all-digital video network that will bring with it more high-definition channels and improved TV pictures and sound quality is just around the corner for Atlantic Broadband.

Beginning later this month the company is converting to an all-digital network that will mean more than 50 new high-definition channels for a total of 84 HD channels by this fall.

"This is one of the biggest and most exciting service enhancement projects we ever have undertaken, and we are pleased that our loyal Maryland customers soon will be getting the HD and enhanced digital service they deserve," said Joe DiJulio, senior vice president and general manager for Atlantic Broadband.

The company serves more than 20,000 customers in Queen Anne's, Kent, and Talbot counties, as well as northern Delaware and also provides service in central Pennsylvania, Miami Beach, and Aiken, S.C.

To get the ball rolling

toward the all-digital network, Atlantic Broadband will be simulcasting on June 22 the value service channels that will be converted in three phases beginning Aug. 10. What this means for value service customers without digital TVs is they will require a digital terminal adaptor for each TV connected to cable.

"You can get up to two boxes at no charge. Each additional box is \$1.99 (a month)," DiJulio said. A box will be required for every non-digital TV in a house that is hooked up to cable. They are much smaller than the regular cable boxes.

"We will mail them to you and you can hook them up yourselves, or they can come into the office and pick them up," DiJulio said, referring to the Atlantic Broadband office at 330 Drummer Road in Grasonville, just off Route 50. To arrange to get one mailed, call 1-888-797-0599.

Although the hook-up is quick and easy, he said the company will provide free professional installation for those who want it.

DiJulio emphasized the adaptor is only for those customers who have cable-ready non-digital TVs. "If you're a digital customer, nothing changes," he said.

He said the company has already made the changeover and distributed the boxes in Delaware, and it has worked well there. Atlantic Broadband is making the switch to digital for all its Eastern Shore customers.

There will be no change in cable rates as a result of the service improvement and no additional charge for those customers who already have high definition service.

In addition to providing improved TV picture and sound over the next few months, the switch to an all-digital system sets the stage for additional digital services in the future and even faster broadband Internet service, the company said.

To be sure that the word gets out to all its customers, Atlantic Broadband will be sending out mailings to customers, inserts in bills, phone messages and messages on the affected channels.