

Hauppauge Freeview Receivers on shelf in WHSmith

Submitted by: Media Link (Berkshire)

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London, England - Hauppauge Digital, a leading developer and manufacturer of digital video and TV products for domestic televisions and PCs, today announced a major agreement to supply its DEC1000 Freeview receiver to WHSmith.

The receivers, which launched in store in April, will retail at the highly competitive price of £49.99. Explaining the decision to select the Hauppauge DEC1000 Charles Davey, Category Controller at WHSmith, said: "We looked at a lot of Freeview receivers and wanted something that would be extremely easy to use - some people are still figuring out how to fully use their video recorders; compact – as space around most home TV sets is at a premium these days; realistically priced and, above all, simple to install. The Hauppauge box fits that bill perfectly."

Commenting on the agreement Yehia Oweiss, Hauppauge's UK Managing Director, added: "We're very pleased with this WHSmith agreement for our DEC1000 Freeview receiver, which addresses many of the 'ease of use concerns' expressed by the ITC and Consumers' Association in their report*. The DEC1000 is the simplest box yet and when first plugged in it seeks TV and radio channels automatically. It has meaningful remote control labels, and we believe it is the most responsive unit on the market."

* http://www.itc.org.uk/latest_news/press_releases/release.asp?release_id=666

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Note to Editors:

The DEC1000-t is equipped with an 'Active Tuner', which scans for digital signals using existing TV and normally retails at £99. To check whether you have a digital signal in your area, call: 0870 0106192; or visit www.freetoview.co.uk and enter your postcode.

About Hauppauge:

Hauppauge Digital, is the world leader in desktop TV products, with a range covering PC and Mac, analogue and digital, satellite television broadcast, teletext, FM stereo radio, Dolby surround and video capture. In addition the company has recently moved into the set-top box market with the Freeview receiver range. Prices range from £39 to £199 including VAT. www.hauppauge.co.uk

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