

Lower noise level = **Better** picture quality

THE CUTTING EDGE

WINEGARD® RAYZAR® AUTOMATIC

BURLINGTON, Iowa – A good razor needs to have certain qualities. It needs to be sharp, clean, easy to use and ultimately needs to get rid of everything that shouldn't be there. When a razor's work is done, what is left should be both smooth and beautiful.

Perhaps, this is exactly what Winegard Company was thinking when they designed their newest antenna, the "Rayzar® Automatic".

Super-easy auto positioning. Less pixelation and dropouts. Sharp, clean picture. Ultra low-profile roof mounted antenna.

A better "Rayzar" has just hit the market.

JD Hoffman, Winegard's over-the-air product manager, says as television transitioned from an analog to a digital signal, RV customers expressed frustration over their TV viewing experience since tuning in programming suddenly involved more time and effort.

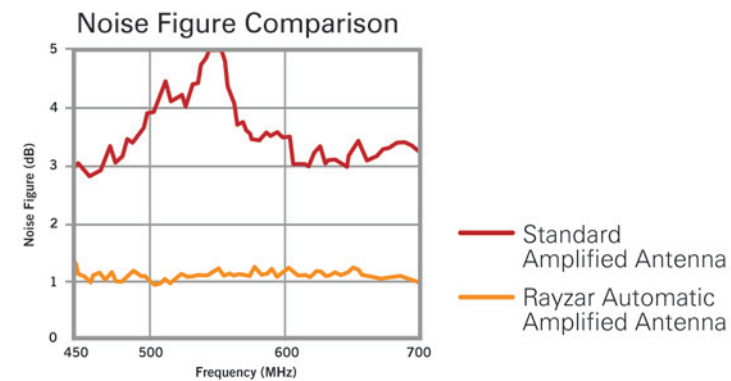
"With analog TV, you'd put your antenna up and you'd see a snowy picture," he explains. "By slowly rotating the antenna, you could immediately see how your adjustments affected the picture until the snow went away. With digital signals now it's much different; you have to manually point the antenna in different directions while running a channel scan every time to program the TV until the best location is determined. It can be a lengthy and sometimes frustrating process."



By comparison, "With the Rayzar Automatic HD TV antenna, the pointing is done with our software, which automatically places the antenna in the best position," Hoffman says. "All the owner has to do is run a channel scan to program the channels in the TV. It's simple and easy."

And, the system works with multiple TVs, even if everyone wants to watch a different channel.

"The antenna features a state-of-the-art amplifier that allows the user to split the signal down-line," Hoffman explains. "By positioning the amplifier directly at the antenna elements, the signal strength is maximized and coverage is expanded which in turn also helps eliminate pixelation and dropouts."



Standard Amplifiers
3 dB typical

Rayzar Automatic
Ultra Low Noise Amplifier
1 dB typical

While the popularity of satellite systems has increased over the years, there is still no comparison in use when it comes to over-the-air antennas for RVers. Having access to local news, sports and weather while traveling is very important and something satellite programming can't always provide.

"Even customers with satellite get the advantage of watching local programming LIVE and without monthly programming fees," stated Hoffman. "With an antenna like the Rayzar Automatic, customers can enjoy top rated programs such as NFL Football, NCIS and Dancing with the Stars in crystal clear HD."

While Hoffman is confident RV owners who buy the new antenna will find it provides unmatched signal strength and picture quality, the antennas ultra-low profile and ease of installation are additional selling points.

"Standing on the ground, the Rayzar Automatic antenna is hardly noticeable at only 7" high," Hoffman says. "We designed the antenna with UV protected and weather resistant materials that not only look good but also serve to protect the antenna and motor from the harsh environmental conditions."

Hoffman adds the installation is simple; something dealers will certainly appreciate, requiring only 3 basic steps:

1. Install Antenna
2. Run coax connection to control panel
3. Install control panel (same process as current wall plate power supply)

As with other Winegard products, Hoffman says a full-time trainer is available to help educate RV dealers in North America who are interested in selling and installing the antenna. Additional information including FAQ's, troubleshooting tips, and in-store promotional materials can be found at dealers.winegard.com.

The Rayzar Automatic HD TV antenna is available to OEMs and will be available in the aftermarket through the company's network of RV distributors and dealers before the end of the year. Offered in both black (RZ-8535) and white (RZ-8500) models, the Rayzar Automatic has a MSRP of \$399.00.

Hoffman concluded by saying, "Despite all the glitz and glamour of being automatic, this is really a great performing antenna Winegard is very proud to offer. It provides the convenience of an omni-directional antenna combined with the power of a directional antenna. And I have no doubt that dealers will hear raving reviews on how it is better than anything they've ever used before."

No Guessing. No Hassle. Free TV Made Simple.

POWER ON

Push ON/OFF button on wallplate.

PRESS SEARCH

The antenna will automatically point to the most channels in your current location within 2-3 minutes.

PERFORM CHANNEL SCAN

On your TV Menu, go to the Channel Menu and perform a Channel Scan to program the stations in the area into the TV. Do this whenever the antenna is re-pointed.



For more information, contact Winegard Company, 3000 Kirkwood St., Burlington, IA 52601; 1-800-288-8094; www.winegard.com/rayzarauto.

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