



CBS | OCTOBER 16, 2006 | SAN DIEGO, CA  
KFMB STATIONS: NEWS 8 | 100.7 JACK FM | 760 KFMB

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CURRENT FEATURE

NOW YOU CAN TAKE LIVE LOCAL TV ON THE ROAD

Last Updated: 09-18-06 at 6:23PM

They are the hottest new accessories for your car – mobile satellite systems that allow you to watch television right in your back seat. Those systems have become even more advanced. Instead of just national programming, now you can pick up local television stations.

Now you don't have to worry about getting home in time for the news. This system lets you take it with you. Local and national television stations are only a click away with the Tracvision A7 mobile satellite system.

The low-profile antenna made by KVH Industries mounts right on top of your vehicle. The system, along with service from Direct TV, gives you access to more than 185 channels, including programs that keep you connected to what's happening right here in San Diego.

"It's a backseat technology, not for drivers," said Bob Ochsner of KVH Industries. "Any time you have people in the back seat and you're taking more than a 10-, 15-minute drive, it's a perfect solution to stay in touch."

It's also a perfect solution to stay entertained while you're along for the ride.

"People have had DVDs forever, and they're getting tired of the same Barney tapes. They want live content," Ochsner said.

By the year 2011, more than 20 million vehicles in the U.S. will have in-vehicle monitors. More consumers equals the need for more programming choices, and live television in



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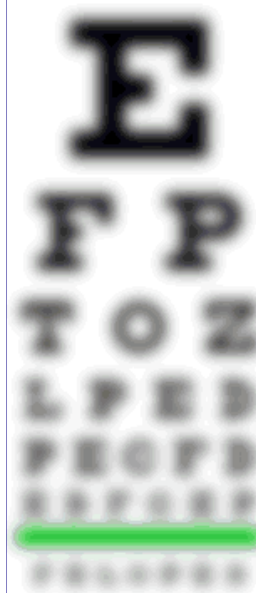
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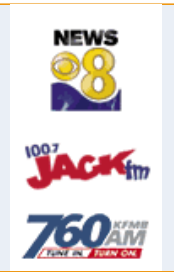
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your car is just the start.

The mobile satellite TV system will set you back about \$3,000. If you subscribe with Direct TV for local programming in San Diego, you will not get local programming in other markets. You'll only be able to pick up national TV stations.



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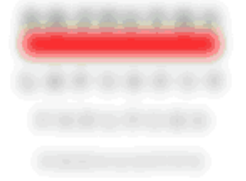
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