

Customer Statement – TV Screen Burn-In

Music Choice has recently introduced a new screen design for the MUSIC CHOICE® service with the addition of text and graphics, including album art, artist facts and trivia, to accompany your favorite music. Due to these design changes, the screen savers are no longer provided.

In response to concerns regarding potential TV screen burn-in while listening to MUSIC CHOICE®, please note that burn-in may result from numerous variables, such as leaving static images on screen for extended periods of time at high brightness/contrast settings. The potential for burn-in is generally greater with projection type televisions versus direct view televisions due to the increased intensity of the screen image on projection televisions. Television manufacturers generally address this issue by excluding such problems from their warranties and advising consumers on proper television use.

Music Choice designed its service in accordance with guidelines it believes are generally more conservative than industry standards, such as using reduced color contrast and brightness settings for its graphics. **In addition, Music Choice has implemented a graphic rotation plan in which the logo, album art, channel name and other screen images rotate through multiple positions as the screen changes.**

While Music Choice has taken the above steps, television type and viewer usage pattern and practices will ultimately determine the chance of burn-in. Again, television manufacturers are the best resource regarding this issue.

We hope this information is helpful.