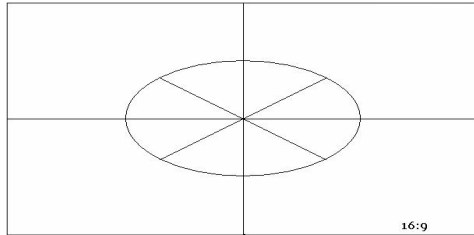


Figure 2: A 16:9 - NOT 4:3 Safe Spot as Played out in Both HD & SD

How the A.R.C. command affects how 16:9 - NOT 4:3 safe commercials are viewed in SD

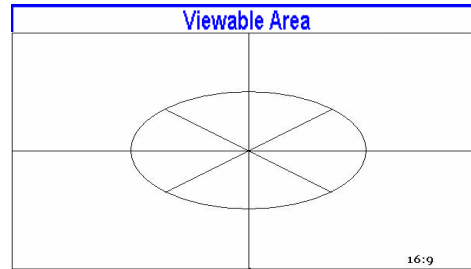
Original Source

How commercials were received



16:9 - NOT 4:3 Safe

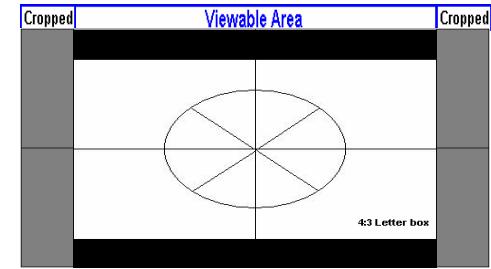
HD Channel Play out



Full frame 16:9

The 16:9 - NOT 4:3 safe commercial will air as received when viewed on an HD station

SD Channel Play out



4:3 SD View

An A.R.C. command will be added by Traffic to prevent cropping for viewers on an SD station



16:9 - NOT 4:3 Safe



Spot plays out as received; the viewer sees the commercial as it was produced; no information is lost.



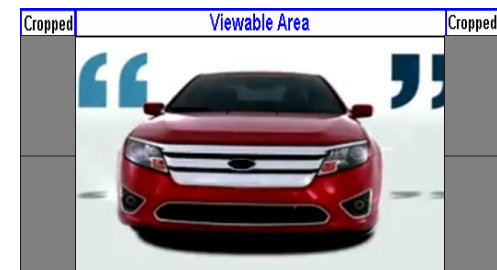
The A.R.C. command *letter boxes* the spot so that SD viewers see the entire 16:9 commercial within the 4:3 viewing area. No information is lost.



16:9 - NOT 4:3 Safe



Spot plays out as received; the viewer sees the commercial as it was produced; no information is lost.



Without the proper A.R.C. command, information outside of the 4:3 area will be cropped when viewed on an SD station, and not visible to the viewer.

