



TV  
your way!

## What is TiVo™?

TiVo is the most advanced and easy-to-use Personal TV™ Service available. It's a way for you to have total control over what you watch, and when you want to watch it.

### Create your own personal TV network.

#### Digitally Record Favorite Shows

Want to record every episode of your family's favorite show for the entire season? TiVo's **Season Pass™** will do it for you—even if the network later changes the show's time slot.

#### Pause Live TV

Need to answer the phone? Simply press the **Pause** button on the remote during any live TV show, and when you return, pick up the show exactly where you left off.

#### Instant Replay

Want to see that play again? Miss a key moment in that movie? Just hit the **Instant Replay** button and watch it again.

#### TiVo's Suggestions

How many times do you sit down to find that there's absolutely nothing on? TiVo's **Suggestions** will recommend and even automatically record shows that match your interests.



#### NOW PLAYING

Record your favorite shows digitally—no hassling with videotapes!



#### BUILD YOUR OWN TV NETWORK

Write down your favorite shows here. Did you see them last week? Now you'll never have to miss them again!

## TiVo Exclusives

TiVo Exclusives are special programs and features developed for the enjoyment of TiVo viewers. TiVo Exclusives are created with the input, enthusiasm and guidance of people like you who want to watch better TV. Now you have the inside track on entertainment.

Watch for more TiVo Exclusives coming soon!

**Season Pass™**  
Automatically records every episode of your favorite shows. Even if the show changes timeslots.

**Now Playing**  
An on-screen listing of shows you recorded. Each show is instantly available with the touch of a button on the TiVo remote.

**TiVomatic™ Previews**  
For the first time ever, record shows on impulse while watching the previews for those shows. It's TiVo's exclusive interactive service!

**TiVo Takes™\***  
A weekly video magazine that keeps you up to date on dramas, news, movies, and sports. Plus tips to help you get the most from your TiVo Service.

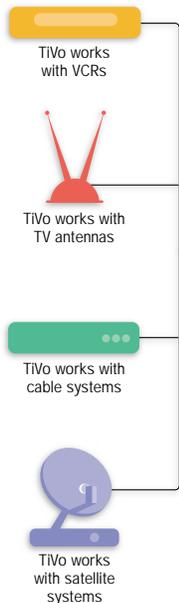
**Network Showcases™**  
A daily update of the best shows the TV networks have to offer.

**TiVolution™ Magazine**  
A daily on-screen guide produced by TiVo's editorial team to keep you current on noteworthy specials, movies, and television events.

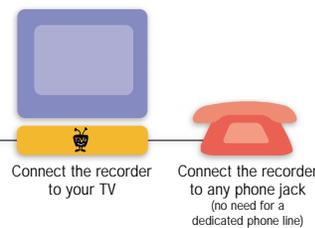
**TiVo's Suggestions**  
Teach TiVo the programs you enjoy by pressing the unique Thumbs Up™ and Thumbs Down™ buttons on the TiVo remote. TiVo will suggest shows that match your interests.

**TrickPlay™**  
Pause live TV (for up to 30 minutes); rewind or fast forward (at 3, 18, or 60x normal speed). Try the TiVo slo-mo (frame by frame); and even instant replay!

\*Coming soon; may not be available in all areas.



## TiVo works with your TV system.



Purchase a personal video recorder and sign up to receive the TiVo Service. The recorder connects easily between your TV set and cable (digital or analog set-top box), satellite receiver, or antenna.

The TiVo Service works by automatically making a brief daily phone call (toll-free, of course) to get the up-to-date information TiVo needs to provide your service. Not only that, TiVo sends you feature enhancements as soon as they become available—through the same phone connection to your personal video recorder. And while TiVo uses your existing phone line, it will never interrupt you while you're using the phone.

Want more information? Ask your local retailer, or visit our website at [www.tivo.com](http://www.tivo.com).

## TiVo Service options. You decide.



For your convenience, you decide how you'd like to pay for the TiVo Service. You can opt for a single payment of \$199 with no monthly fees OR—if you'd prefer to keep your upfront costs to a minimum—pay just \$9.95 per month.

	Lifetime Subscription Single Recorder <b>No monthly fees</b>	\$9.95/mo. Subscription <b>Pay as you go</b>
<b>Personal TV Recorder</b>	\$	\$
<b>TiVo Service</b>	\$ 199	\$ n/a
<b>TOTAL</b>	\$	\$
		plus \$9.95/mo.