

84



# City of West Allis

## Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
-------------	-------	--------

2004-0089

Communication

In Committee

Time Warner Cable communication announcing the addition of two (2) new High Definition channels to their HD Package which include HDNet on channel 547 and HDNet-Movies on channel 548 and the addition of Digital Video Recorder (DVR).

Introduced: 2/18/2004

Controlling Body: License &amp; Health Committee

### PLACE ON FILE

### COMMITTEE RECOMMENDATION

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
			Barczak	✓			
			Czaplewski				
			Kopplin	✓			
			Lajsic				
			Narlock				
			Reinke				
	✓		Sengstock	✓			
			Trudell	✓			
		✓	Vitale	✓			
			Weigel				
			TOTAL	5	1		

### SIGNATURE OF COMMITTEE MEMBER (RECORDER)

*Harry R. Barczak*

Chair

Vice-Chair

Member

### COMMON COUNCIL ACTION

### PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
	✓		Barczak				
			Czaplewski				
			Kopplin				
			Lajsic				
			Narlock				
			Reinke				
			Sengstock				
			Trudell				
		✓	Vitale				
			Weigel				
			TOTAL				

**UNANIMOUS**

1320 N. Dr. Martin Luther King, Jr. Drive  
Milwaukee, WI 53212-4002  
Tel 414-277-4111  
Fax 414-224-6155

RECEIVED

FEB 04 2004



January 30, 2004

CITY OF WEST ALLIS  
CLERK/TREASURER

Mr. Paul M. Ziehler  
City Administrative Officer  
City of West Allis  
7525 W. Greenfield Ave.  
West Allis, WI 53214

Dear Mr. Ziehler:

Time Warner Cable is delighted to offer our customers the latest technological marvel to impact home television viewing... the Digital Video Recorder ("DVR"). The DVR has had an overwhelming impact on the way people watch TV and manage their already very busy schedules. Imagine being able to control what you watch and view it when you want, on your schedule. Time Warner Cable's DVR service gives customers control and convenience over their home entertainment needs.

The DVR possess all the functions of a VCR, and does not require a tape. With the click of a button, viewers can record, pause, and even rewind "live" television. That's not all! A viewer can have their DVR record an entire season (every episode) of their favorite shows and watch them whenever they chose! It stores up to 40 hours of television programming! With a DVR, children will no longer fight over the remote; husbands will never miss a sporting event; and no one will have to speed home from work to catch the evening news. Enclosed is a November 13<sup>th</sup>, 2003 article by Eugene Kane that appeared in the *Milwaukee Journal Sentinel* in which he writes about his experience with Time Warner Cable's DVR.

Time Warner Cable is also excited to announce the addition of two (2) new High Definition channels to our HD Package. HDNet on channel 547 and HDNet-Movies on channel 548. HDNet, is the first all high definition national television network, offers live sports, sitcoms, dramas, action series, documentaries, travel programs, music concerts and shows, special events, and news features including the popular HDNet World Report. HDNet-Movies boasts an extensive library of full-length feature films and will present a mix of theatrical releases, made-for-TV movies, independent films and shorts. Time Warner Cable - Milwaukee offers more HD programming than most other cable operators and satellite providers in the country.

Time Warner Cable is committed to providing our customers with the latest in state-of-the-art technology, entertainment and information. To that end, we will continue to launch new products and channels that will enhance our customer's lives. Stay tuned for more exciting services later this year! Should you have any questions please feel free to contact me anytime at (414) 277-4190.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Celeste'.

Celeste Flynn  
Director, Public Affairs



## New way of watching TV can be life-altering

There was a time when my life was nothing more than a series of missed opportunities, wrong turns or choices made that could never be recovered.

Not anymore.

I have discovered DVR, you see, and all is right with the world.

DVR, as in digital video recorder, a local version of the popular TiVo technology that allows consumers to pause and rewind live action and pretty much record everything they want to watch for the rest of time.

According to a Reuters news article, TiVo has become so popular in some markets it's turned casual TV watchers into "prisoners shackled to sofas," who spend all their time watching recorded versions of their favorite shows.

These days, I can relate to that. It's fair to say DVR has changed my life in significant and powerful ways.

If you're watching TV and the phone rings, you just hit *pause* and everything stops. When the call is finished, you hit *play* and you won't have missed a thing.

Doesn't matter if it's a Green Bay Packers game, or a movie on cable, or the latest music video on BET with the dancers doing that Beyoncé "booty-dance" that's all the rave.

You stop the action and still get to see the entire thing whenever you want.

You can even record every episode of your favorite show, for an entire season, with just the touch of a button.



EUGENE  
KANE

This newfangled DVR even gives you a picture within a picture, without having to buy a new television set.

And, you can record two programs *at the very same time!*

(I have to stop and compose myself now; this is always the part where I get misty.)

This service is part of a total digital package from your cable company; of course, it costs a little extra.

Longtime readers of this column know I am a cynical sort who seldom gets overly excited about some new trend.

Except for the time I went gaga after discovering Bed Bath & Beyond, of course. Or when I griped about Midwest Airlines' decision to start selling meals on their flights.

Or those overheated columns I wrote in praise of "The Matrix" movies.

(Which reminds me: I've seen both "The Matrix Reloaded" and "The Matrix Revolutions" and frankly, I want to apologize for ever suggesting this series was some kind of seminal movie experience.

(It's not; basically, they took a once-profound analogy of modern life and imagination and made it a video game.)

Back to DVR, which is being offered by a local cable company that shall remain nameless.

(OK, it's Time Warner.)

According to the Time Warner Cable Web site, the technical explanation of their DVR service is tied to a new cable box that "combines the capabilities of a digital box with the flexibility of a VCR, then turbo boots it with incredible built-in intelligence and an 80 gigabyte hard drive..."

That's pretty technical; I prefer to think of DVR as a little man inside your TV who does whatever you tell him.

The best thing about this new service is how simple it is. It's not like the old VCR machines, which, let's be honest, none of us ever learned how to operate properly.

Don't know about you, but mine flashed 12:00 at me for years.

DVR is the revolution I've been waiting all my life for, the chance to edit my TV watching and avoid all the most mundane parts of the TV schedule.

As I see it, the only possible downside is working up the courage to push *forward* while my TV set is in a real-time mode.

With technology that controls time and space at the tips of my fingers, it's scary to think what might happen.

Call Eugene Kane at (414) 223-5521  
or e-mail him at  
[ekane@journalsentinel.com](mailto:ekane@journalsentinel.com).