

Cable in the Classroom

PHOTOCOPY
PRESERVATION

Pass on to
Mike Schmidt

WAG

December 15, 1994

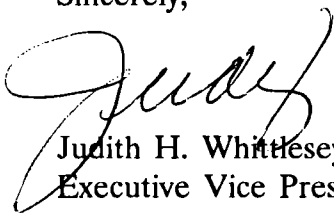
Mr. William A. Galston
Deputy Assistant to the President
for Domestic Policy
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Bill:

Thanks so much for your time the other day. I know how little time you have, and it was good to catch up with you, even briefly. As we discussed, enclosed is information about StarSight. I think the Education Technology Working Group would find their work with Cable in the Classroom and the Closed Captioning Institute interesting, and the future plans and capabilities are pertinent as well.

Please let me know if you have questions, or need any additional information. I look forward to hearing from you, and appreciate very much your review of the materials and your recommendations. I hope you have very happy holidays, and a little time off.

Sincerely,



Judith H. Whittlesey
Executive Vice President

1146 Nineteenth Street, NW
Washington, DC 20036 USA
(202) 775-8881
(202) 775-8912 FAX

Susan Davis International

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022

NEWS

CONTACT: Tim Scerba
Rogers & Cowan, Inc.
(310) 201-8898

FOR IMMEDIATE RELEASE
November 2, 1994



Lisa Lamy
StarSight Telecast, Inc.
(510) 657-9900

Larry Plumb
Bell Atlantic Video Services Company
(703) 708-4360

**BELL ATLANTIC SIGNS STRATEGIC AND AFFILIATION
AGREEMENTS WITH STARSIGHT TELECAST, INC.**

FREMONT, CA. -- StarSight Telecast, Inc. [NASDAQ:SGHT], developers of the first commercially available interactive program guide for television, announced today strategic and affiliation agreements with Bell Atlantic Video Services Company (BVS). BVS intends to distribute StarSight products as part of its video programming beginning next year.

The StarSight™ program guide makes it easier for viewers to select, tune into and record programs that are delivered via broadcast and cable television. The patented, on-screen guide gives consumers seven days of updated program schedule information, direct tuning by title, theme and channel number and easy, one-button video cassette recording of selected programs. Consumers can receive StarSight service via StarSight-equipped video equipment, such as TV sets, cable converters and satellite decoders.

BVS spent months of extensive evaluation of the StarSight product, technologies and intellectual properties prior to signing the strategic and affiliation agreements.

(more)

Under the strategic agreement, StarSight will modify its product to operate in the video dial tone environment.

"BVS intends to offer consumers a full product set comprised of the best that cable and the best that video stores have to offer, all from the convenience of your home," said Frank Pereira, president-Video Services for BVS. "StarSight Telecast's products offer a good fit with our strategy to offer enhanced cable-type services over video dial tone."

BVS plans to begin marketing its cable-like product in six markets during 1995-96, pending regulatory approval. These markets are: Northern New Jersey, Philadelphia, Pittsburgh, Baltimore, Washington, DC, and Hampton Roads, Virginia. BVS will add a video-on-demand capability in these markets in 1996, once it completes a year's worth of market testing of its Stargazer* programming-on-demand service in Northern Virginia.

BVS will enter the six markets by using video dial tone provided by the Bell Atlantic companies. Bell Atlantic has announced plans to make video dial tone available to more than 8.5 million mid-Atlantic homes by the end of the year 2000.

BVS can extend the terms of its StarSight agreement to current and future affiliates, including its equity partners in the newly formed media company that was announced on October 31.

"As our newest partner, Bell Atlantic brings a powerful commitment to market StarSight services," said Michael Faber, StarSight Telecast chairman and co-founder. "We believe this agreement, as well as others with RCA/Thomson, Philips/Magnavox, Sony and Matsushita/Panasonic, confirms the strength of our StarSight products."

As part of the agreement to market StarSight's product in a manner consistent with the marketing obligations of StarSight's other strategic corporate affiliates, BVS received four-year warrants to purchase one million shares of StarSight common stock. Half of these warrants can be exercised at prices increasing from \$15 to \$35 over the four-year warrant term. The other half can be exercised at 85% of market price at the time of exercise. Exercise of the warrants is conditioned upon the receipt by Bell Atlantic of relief from the manufacturing restrictions imposed by the AT&T Consent Decree and upon StarSight not engaging in activities prohibited by the Decree.

Bell Atlantic Video Services Company is a wholly-owned subsidiary of Bell Atlantic Corporation. Bell Atlantic, based in Philadelphia, also is the parent of companies that provide a full array of local exchange telecommunications services in New Jersey, Pennsylvania, Delaware, Maryland, West Virginia, Virginia and Washington, DC.

Bell Atlantic is also the parent of one of the nation's largest cellular carriers and owns and manages cellular properties in Mexico, New Zealand, Indonesia, the Czech Republic and Slovakia. In addition, Bell Atlantic owns an interest in Telecom Corporation of New Zealand and is the parent of the companies that provide business services for customer-based information technology and financial services throughout the U.S. and internationally.

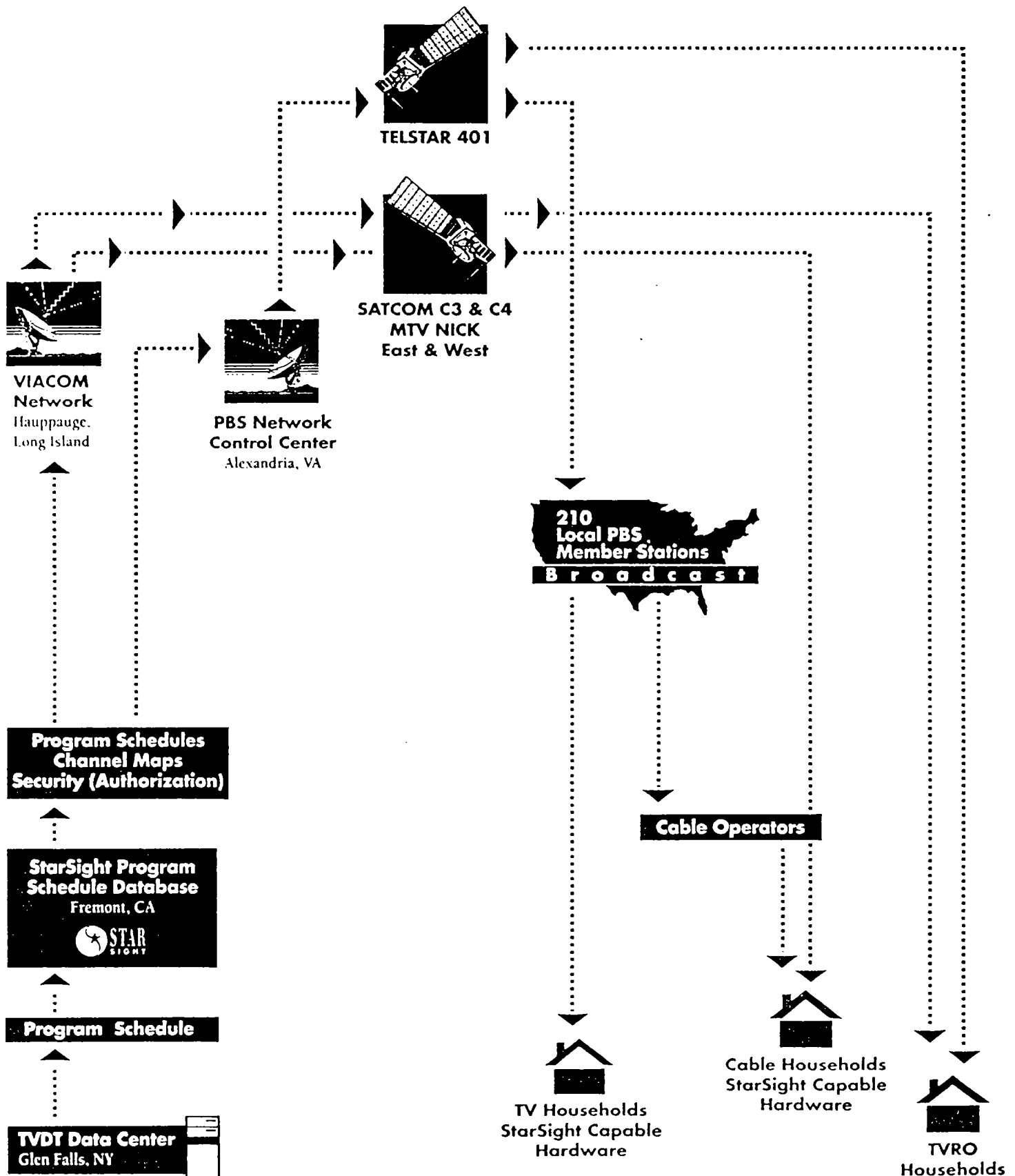
StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a unit of Blockbuster Entertainment), Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company.

The company's stock is traded on the NASDAQ national market system under the symbol SGHT.

*Stargazer is a trademark of Bell Atlantic Corporation.

#

StarSight Transmission Network



First came the TV.
Then the
television guides,
the VCR and cable.
And soon there'll be
500 channels
rocketing your way.

Now,
there's
StarSight.
And
TV
is simple

At the breakneck speed which TV technology is proceeding, StarSight arrives as a welcome beacon, indeed.

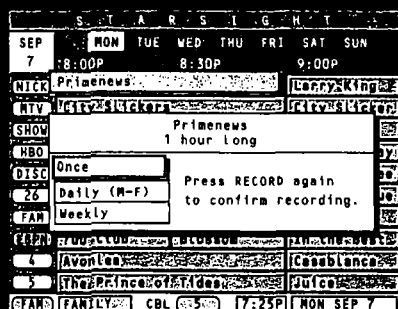
Founded in 1986, we embarked on years of product development as the result of extensive research regarding what consumers have said they wanted. And now, we've created what is, quite simply, the world's first interactive on-screen program guide with one-button VCR recording capability.

Glance at the *Grid Guide* and find out what's on for an entire week. Choose a favorite topic from the *Themes* menu and get a complete listing of all movies, sports, special programs and more. Or record any program with the touch of a button.

Read on, and see for yourself what has made us the definitive guide of the information highway.

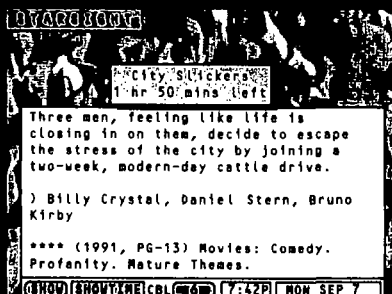


The ultimate navigator of the electronic age.



Grid Guide (with One-Button VCR Recording)

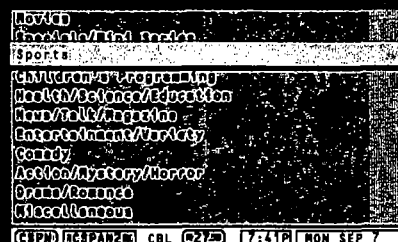
Lets you select any show, any time and record programs once, daily, or weekly with the touch of a button.



Grazing Information

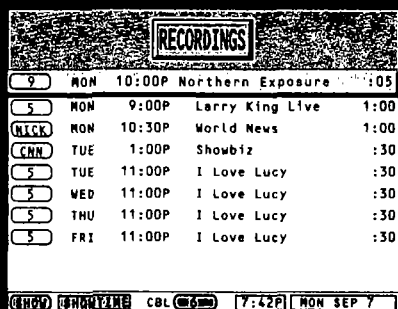
Provides instant information as you change channels – even if a commercial is on.

STARSIGHT THEMES



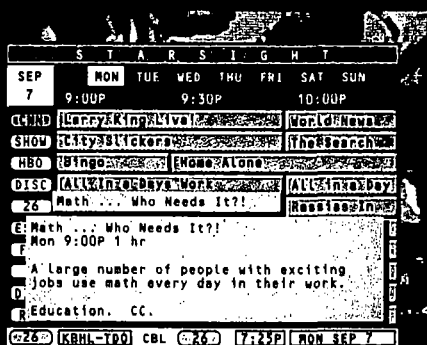
Theme Categories

Lets you select programs according to your favorite viewing category, such as sports, movies or comedy.



Pending Recordings

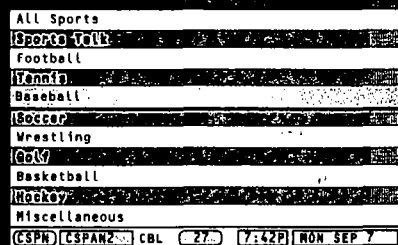
Keeps track of everything you've asked StarSight to record.



Grid Guide (with Direct Tuning)

Find your program, fast. Highlight your choice, press a button. StarSight tunes directly to the show you want to watch.

STARSIGHT SPORTS



Theme Subcategories

Provides you with an even more refined list of special interest programming.

S T A R S T I G H T						
	MON	TUE	WED	THU	FRI	SAT SUN
	9:00P		9:30P			10:00P
11P	Larry King Live				World News	
1130	City Slickers				The Search	
1140	Bingo				Home Alone	
1150	All About Baywatch				All About Day	
12	Math: Who Needs It?				Raiders In	
1210	Major League Baseball					
1215	Batman				700 Club	
1225	In the Heat of the Night				News	
1230	Casablanca				Good News	
1240	Police					
1250	KHN-700 CBL		7:25P		MON 12	

StarSight Telecast, Inc.

39650 Liberty Street

3rd Floor

Fremont

California 94538

510.657.9900

Fax 510.657.5022



STARTM
SIGHT

Robert E. Russman

Senior Vice President

Cable Television



StarSight Telecast Inc.

39650 Liberty Street, 3rd Floor

Fremont, CA 94538

510.657.9900

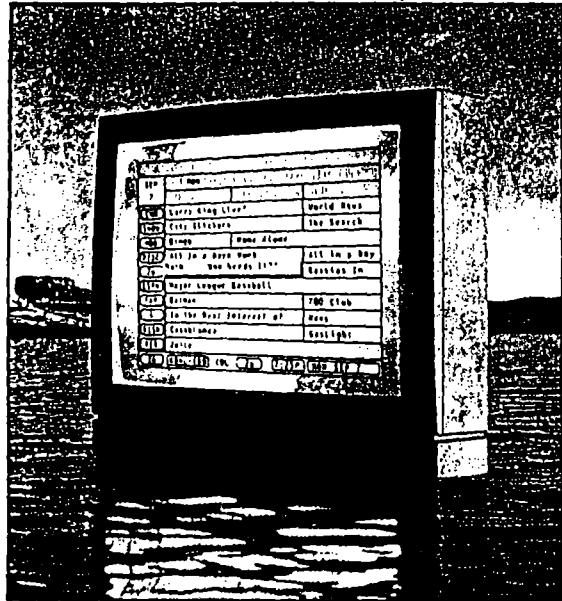
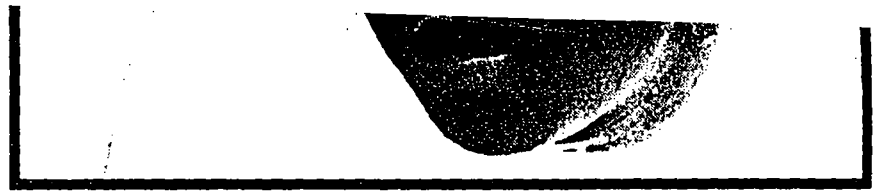
Fax 510.657.0621

music, and the smile may have been his recognition of this. It came after a solo acoustic performance in Austin, Texas, his new hometown. The show was good. He played the best of his older songs and a bundle of new songs, which — even after one listen — were clearly some of the best he'd written since his 1989 album, *Workbook*.

reflective albums that made people afraid to look in the mirror. And now he lives in Austin, the laid-back capital of the world, plays in a band called Sugar and writes four-minute pop songs like any other musician.

Mould's second full-length album with Sugar,

Please see MOULD, page 4



THE GADGET GURU / ANDY PARGH

Set your sights on interactive StarSight



StarSight could be a revolution for TV addicts: it takes the work out of programming a VCR and gives viewers new ways to index via remote.

Although thousands of new products are introduced each and every year, occasionally there is one that not only lives up to its claims but greatly surpasses them.

That is the case with an innovation called StarSight Telecast.

StarSight is the world's first on-screen interactive television program guide. Unlike other listing services carried by cable companies, StarSight delivers a week's worth of listings, gives you program descriptions and even sets your VCR to record a television show.

And, best of all, it is simple to use.

Once StarSight is connected to your television, you just press the remote control's "guide" button, and up pops a multicolored, on-screen television grid that displays the names and times of the programs on the first 10 channels of your cable lineup for the next 90 minutes.

To see more channels, you just press the arrow or page keys. When you want more information on a specific show, you simply use the remote arrows to highlight the desired program and

Please see GURU, page 3

Association meeting last month in Los Angeles planning tactics to encourage more responsible and

view. There have always been dysfunctional people and dysfunctional families, but never before have they been so much in our

Abt's paper cites several destructive sins waged by talk-show hosts, including:

■ Acting as pseudo-professional

Guru:

Interactive guide to TV programming keeps up with times

■ Continued from page 1

press the "star" button to view the description of the show, leading cast members, the duration, episode details and, if it's a movie, the rating and release year.

Now here's the fun part. If you want to record that show, you just push the "record" button. Another screen is displayed that asks if you want to record it once, weekly or daily. At the proper time, it starts, times and stops your VCR. All you have to remember to do is place a tape in the VCR. I have to say that this is the simplest method ever of recording on your VCR.

The StarSight "theme" button allows you to find a program by category. Once pressed, it displays a list of eight categories, ranging from specials and children's programming to news, sports and entertainment. Highlighting the desired category produces a list of current and upcoming programs.

To change the channel to the selected program, you just press the "tune" button, and it jumps to the proper channel.

Movies can be chosen in the same manner. Just select one of the 10 themes, peruse through a list, and tune it in or record, all with the press of a few easy-to-use buttons.

StarSight will be available in a stand-alone tuner box that connects between your television and VCR, and its circuitry will be included in selected TVs, VCRs and satellite receivers.

I tested this system by using its stand-alone tuner. The sleek StarSight unit is about an inch tall and the same width as the average VCR. It connects between a television and VCR via a coaxial cable. Once connected, the remaining setup instructions appear in an easy-to-follow on-screen menu format.

Although the entire setup process takes around 20 minutes, you have to wait a few hours before it becomes active. That's because the initial program date needs to be loaded into your system. This information is transmitted via the PBS signal and contains all the appropriate listings.

Unlike printed television guides and existing on-screen listing services found on most cable systems, Star Sight is updated daily to en-

sure accurate program information.

Of all the products I have reviewed over the years, few have impressed me as much as StarSight. As our cable systems grow to include more than 100 channels, this promises to be the best method introduced to date of finding and recording television programs. It is capable of working with any cable system, any brand of television and VCR, and even with indoor and outdoor antennas, including satellite dishes.

StarSight will be showing up in stores this fall and will be available built into selected television sets manufactures by Zenith and RCA, VCRs by Phillips, Magnavox, RCA and Samsung and satellite receivers from Uniden, as well as the aforementioned stand-alone tuner that works with any TV and VCR.

The stand-alone tuner will sell for under \$200, and when included in a TV or VCR, StarSight will add approximately \$50 to \$100 to the price. A monthly service free of less than \$5 per month will provide all the listings.

For more information, call 1-800-643-STAR.

Gadget Guru Andy Pargh's column is a regular feature of *Nashville Banner* etc! Have a question? Write to him at 95 White Bridge Road, Suite 212, Nashville, Tenn. 37205 (Fax number: 615-356-9596).

Paint and Decorating of



Visit Our Booth For Home Show

•Porter Paint •Manington Vinyl •Phildelphia Carpet •I

We Decorate Homes Of Distinction..

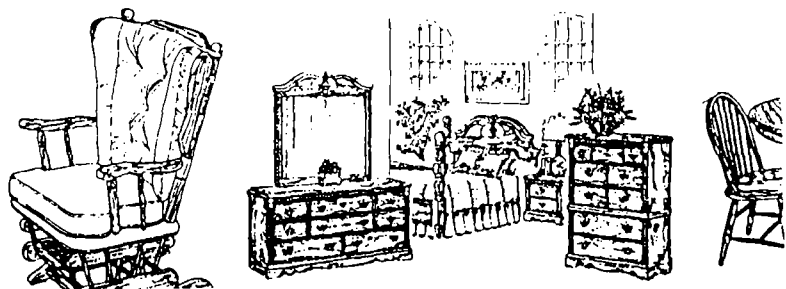
**202 Wilson Pike Circle
Brentwood, TN 37027**

370-4098

**OAK
FACTORY
OUTLET'S**

**SUM
CLEARANCE**

The Oak Factory Outlet's Annual Summer Clearance. All floor merchandise has been slashed to major arrivals. Hurry in for the best selection. Limited time.



It's

THE TIME IS NOW

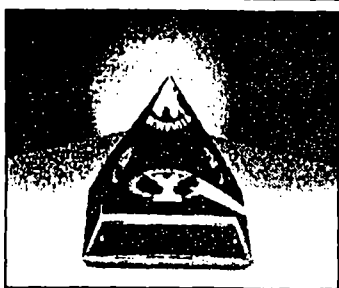
PRESENTS

**THE SIXTH ANNUAL
PHILANTHROPIST AWARDS**

October 13, 1994

Belmont University

With Special Musical Guest



StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022

StarSight Telecast, Inc.

At a Glance



CAPSULE

DESCRIPTION:

StarSight Telecast, Inc. is the publicly-held Silicon Valley-based company which has developed and is marketing the nation's first patented, on-screen, interactive electronic television program guide and VCR control service. StarSight will be rolled out nationally in 1994. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

HEADQUARTERS:

39650 Liberty Street, 3rd Floor
Fremont, CA 94538

PHONE:

(510) 657-9900

FAX:

(510) 657-5022

STRATEGIC PARTNERS:

Viacom International Inc.
The Tribune Company
Times Mirror Cable Television
The Providence Journal Company
KBLCOM Incorporated
Cox Communications, Inc.
Spelling Entertainment, Inc. (a Blockbuster Entertainment company)

(more)

StarSight Telecast
Page - 2 -

OFFICERS:

Michael W. Faber

Chairman, Chief Executive Officer and President

Martin W. Henkel

Vice President, Operations, Chief Financial Officer

John B. Burns, III

Executive Vice President, Sales and Marketing

John H. Roop

Senior Vice President, Technology and Development

Robert E. Russman

Senior Vice President, Cable Marketing

Brian L. Klosterman

Senior Vice President, Consumer Electronics Marketing

Ken Milnes

Vice President, Engineering

W. Elaine Parrish

Vice President, Cable Sales and Affiliate Marketing

Caroline J. Beck

Vice President, Marketing Communications

Lisa A. Lamy

Corporate Secretary and Director, Corporate
Communications

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510 657.9900
Fax 510 657.5022



StarSight Telecast, Inc.

Corporate Profile

In 1986, before words such as "information superhighway" and "navigation tool" became part of America's lexicon, a small group of visionary individuals saw that consumers would very soon need an easy way to access the ever-increasing wealth of programming and information being offered via the television. To meet this need, Silicon Valley-based StarSight Telecast was founded with the mission of providing television viewers with the first on-screen, interactive service which would allow television programs to be easily identified, selected and recorded. Today, more than seven years later, StarSight Telecast is a publicly traded company set to introduce its revolutionary service to consumers and, in so doing, change forever the way viewers interact with their television sets.

Since beginning operations, the company has spent thousands of hours developing, researching and testing the technology, formulating and acquiring four groundbreaking patents covering over 120 inventive claims and developing many strategic alliances with other consumer electronics and cable converter manufacturers to make the service available to television viewers. In the process, StarSight Telecast not only took the lead in helping create the first truly intelligent television but created the industry standard for what are now known as "navigational" systems.

(more)

StarSight Telecast

Page - 2 -

StarSight Telecast's current and future success can be summarized by three words: Product, Patents and Partners.

Product

From the beginning, StarSight Telecast made the commitment to develop a simple, easy-to-use service that would combine an on-screen interactive television program guide with a one-touch VCR recording feature. Because of the vision of StarSight Telecast's founders, who saw the ever-expanding future of cable television on the horizon, the public will have a service which will enable them to navigate the superhighways of the information age.

Currently, the only way a viewer can see what's on TV is by looking at a printed guide or watching an on-screen scrolling guide. As the number of channels being offered by cable operators increases, use of either of these two methods becomes more tedious, time consuming, cumbersome and, most importantly, inadequate. Printed guides will have too many pages and scrolling guides will take too long to cycle.

Printed schedule guides, generally produced in one-week intervals, are incapable of being updated to reflect changes in program scheduling which occur after they are printed and distributed to television viewers and are, therefore, inherently susceptible to inaccuracies. In addition, the volume of information which can be presented in printed guides is constrained by space, format and cost limitations, thus rendering the efficient management of up-to-date information impossible.

Currently available on-screen program guides generally present schedule

(more)

information in a non-interactive scrolling format. These non-interactive program guides typically provide users with only a few hours of current programming information, and viewers must wait for the guides to scroll to the desired channel. Because of the non-interactive scrolling format, these guides are extremely limited in functionality and are incapable of servicing expanding databases of programming information.

Both printed and scrolling programming guides generally organize and present information only by air time and channel number rather than program title or program theme (which would make it easier to access desired programming with the mere touch of a button).

StarSight offers significant advantages over these traditional methods by offering the following primary features:

- Program Schedules* -- StarSight gives viewers the ability to view up to seven days of up-to-date television program schedule information, as well as information about programs in progress as the viewer changes from one channel to another, even during commercials.

- Program Selection* -- StarSight allows viewers to easily select a desired program by the program's title or by the program's specific theme category, as well as by the traditional method of selection by channel.

- One Touch Recording* -- With the touch of a button on a remote control, StarSight allows viewers to record a current or future

StarSight Telecast

Page - 4 -

television program or a daily or weekly series of related programs (such as soap operas or a miniseries) by selecting the program title to be recorded.

•*Customized Channel Set-up* -- StarSight allows viewers to set the order of channels by preference and to delete never or infrequently watched channels from the program schedule information.

Patents

During the development of StarSight, engineers broke new ground in digital electronics technology. From the start, StarSight Telecast management has aggressively pursued a patent strategy which establishes and protects the company's competitive position. To maintain its leadership position, StarSight Telecast has every intention of protecting its intellectual property rights.

Partnerships

StarSight Telecast is backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications Inc., The Tribune Company, Times Mirror Cable Television, KBLCOM Incorporated (a division of Houston Industries) and The Providence Journal Company.

The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
 39650 Liberty Street, 3rd Floor
 Fremont, CA 94538
 510.657.9900
 Fax 510.657.5022

**Contact:****For More Information**

Timothy M. Scerba
 Rogers & Cowan, Inc.
 310-201-8898

STARSIGHT TELECAST, INC. Fact Sheet

- WHAT:** StarSight Telecast, Inc. is a publicly held company backed by strategic partners including Viacom International Inc., Tribune Company, Times Mirror Cable Television, KBLCOM, Providence Journal Company, Cox Cable Communications, Spelling Entertainment, Sumitomo and the Public Broadcasting Service. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight provides cable television subscribers with a personalized on-screen program guide, continuously updated with the next seven days of TV programming, movies and sporting events. In addition, once a subscriber selects any program title from the TV screen, a simple touch of a button tunes to the desired program and allows the selected program to be recorded in its entirety.
- WHEN:** StarSight Telecast, Inc. was incorporated in May 1986. It will begin offering cable television subscribers personalized electronic program guide services and one-touch VCR programming later this year.
- WHY:** Television viewers choose from an average of more than 30 different stations and cable channels offering some 9,000 to 12,000 programs each week. As cable systems offer more and more viewing options, the need for a personalized electronic program guide increases.
- HOW:** StarSight Telecast's patented electronic program guide is delivered to cable television subscribers over the Public Broadcasting Service's vertical blanking interval, and is decoded by StarSight-enabled cable converters, VCRs, televisions, satellite decoders and stand alone component receivers.

WHO:

StarSight Telecast, Inc. is headed by Chairman & CEO Michael W. Faber, a founder of the company. Marketing is lead by Executive Vice President Sales & Marketing John B. Burns; Senior Vice President, Cable Marketing Robert E. Russman; Senior Vice President, Consumer Electronics Marketing, Brian Klosterman, and Vice President Marketing Communications Caroline J. Beck.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.0621

MICHAEL W. FABER

Biography

Michael W. Faber is co-founder of StarSight Telecast, Inc., the publicly held Silicon Valley company that has developed and is marketing the nation's first patented, on-screen interactive electronic television program guide and VCR control service. StarSight is being rolled out nationally during 1994. Since January of 1989, Faber has been the company's president and chief executive officer. He has also been the chairman of the board of StarSight Telecast since January 1992.

Faber has directed the development, marketing and financial management of the company since it began formal operations in 1989. He has also spearheaded the company's efforts to build the list of corporate partners which StarSight Telecast now enjoys. In addition, Faber has aggressively pursued groundbreaking patents in this area of technology.

Prior to founding StarSight Telecast, Faber served as president and chief executive officer of Precision Standard Time, Inc. (PST), another company he co-founded.

While with PST, Faber co-authored the core technology patent which delivers network and computer radio broadcast and digital time synchronization hardware and software devices to such companies as AT&T, Digital Equipment Corporation and Tandem.

(more)



StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.0621



StarSight Telecast
Page - 2 -

Before creating Precision Standard Time, Faber was vice president and general manager of Telcom General Corporation, a subsidiary of British Petroleum Co. Plc. At that post, Faber was responsible for the development, sales, marketing and operation of the advanced Ku-Band satellite communications system.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications Inc., The Tribune Company, Times Mirror Cable Television, KBLCOM Incorporated (a division of Houston Industries) and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022



JOHN H. ROOP

Biography

John Roop has served as senior vice president of technology and development for StarSight Telecast, Inc. since November of 1993. Prior to that, he was vice president of engineering and formerly director of engineering for the company, since it began operations in 1989. In those positions, Roop has overseen the development of the StarSight technology and headed the design and testing process of the various components of the StarSight system. StarSight Telecast is the publicly-held Silicon Valley company that has developed and is marketing the nation's first patented, on-screen, interactive electronic television program guide and VCR control service. StarSight will be rolled out nationally in 1994.

Prior to joining the StarSight Telecast team, Roop was an independent consultant for such companies as LaserDrive, a manufacturer of optical disk drives, and VSAT, Inc., a communications satellite manufacturer. Before that, Roop spent more than three years as director of data communications for Telcom General Corporation where he was responsible for digital hardware and software design for the Ku-Band data communications network.

(more)

StarSight Telecast
Page - 2 -

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications Inc., The Tribune Company, Times Mirror Cable Television, KBLCOM Incorporated (a division of Houston Industries) and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT.

#

StarSight Telecast, Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.637.9900
Fax 510.637.5022

NEWS

ROBERT E. RUSSMAN

Biography

Robert E. Russman is the senior vice president, cable marketing and sales for StarSight Telecast. A 12-year veteran of the cable television industry, Russman heads the marketing effort directed at cable television operators and subscribers.

Before joining StarSight Telecast, Russman was Senior Vice President of Marketing, Programming and Sales and, earlier, Vice President, Simmons Communications, one of the country's 35 largest multiple system operators. During his nearly ten years at Simmons, Russman was instrumental in stimulating the company's growth from a start-up to serving some 340,000 subscribers in 20 states.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications Inc., The Tribune Company, Times Mirror Cable Television, KBLCOM Incorporated (a division of Houston Industries) and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT.

#



**THE STARSIGHT SYSTEM
AN INSIDER'S OVERVIEW**



The StarSight System

An Insider's Overview

Today, the average cable subscriber receives over 40 channels, a considerable jump over the 10-15 channels of just a few decades ago. In addition, cable MSO's (MultiSystem Operators) actually plan 500 channel systems as the norm in the near future. Fiber-optics, digital compression, satellite and DBS (Direct Broadcast Satellite) delivery systems, involvement of the RBOCs, or Baby Bells, will all work to multiply video options to a staggering degree from today's standards.

While over 75% of households have at least one VCR, more than 70% of all consumers still use the VCR solely as a playback machine for rented movies. For the most part, consumers still struggle with "time shift" recording.

Enter StarSight Telecast, Inc., developer of the patented StarSight system. It is an on-screen, interactive television guide which allows consumers to tune to programs, gather information about shows, and actually record shows on now and in the future through the touch of a single button.

Operating StarSight is intuitive, a fact that has been confirmed by extensive independent market research. All choices are made by show title. The basic interface is an on-screen version of the familiar grid guide in printed publications that consumers currently use daily to choose the TV shows they watch. StarSight is continuously updated on a rolling seven-day basis and is always available at the touch of a button.

Two steps are necessary to become a StarSight subscriber. First, consumers need to purchase a new generation TV, VCR or satellite receiver that incorporates StarSight circuitry, obtain a new generation cable decoder from their cable company, or buy a StarSight stand alone component receiver. Second, they can then subscribe to StarSight's information service directly or through their cable or satellite company.

THE STARSIGHT PRODUCT

On-Screen Features - The Guide

When viewers first turn on their TV, they will automatically see information about the particular show that is on. StarSight will provide the title of the show, the time remaining and the channel information at the bottom of the screen. If the viewer changes channels, each channel's program information will appear on-screen, even if a commercial is on. With the press of a button, the user can always get a more detailed description of the show as well.

The viewer can also see what is coming up on the channel being watched as well as other channels simply by touching the "guide" button. A list of shows -- both at the current time as well as coming up next -- is shown in a grid guide format. The current channel and show are highlighted.

The complete TV listing looks like that normally shown in printed program publications or in a newspaper with the schedule arranged by time, channel and day of the week. In addition, the viewer can find out what is on any time during the next six days by pressing a single button to go ahead to any day of the week.

The first screen of the grid guide provides the viewer's favorite 11 channels, with screens for the remainder of the channels available by pressing a button. Detailed information about any program is available by simply highlighting that program's title and pressing the "Star" button.

Another feature allows the viewer to examine programming for just one channel. To do so, the viewer simply presses a button and is rewarded with a listing of the show that is on now, as well as the next ten shows coming up on this channel. This single channel guide works just like the grid guide. The viewer can press a button and move ahead to see what is on this channel later in the same day, tomorrow or ahead as many as seven days.

But what if the viewer wants to find out what is on for only the types of shows they like watching? By pressing a button, they will also be able to get a list of different themes. If the viewer selects Sports, for example, he or she can then segment it further by choosing a particular sport like basketball and get a list of all basketball games on now and for the next six days.

In the same way, viewers can select Movies, then select from a group of sub-categories, like Comedy to get a list of all comedy movies shown during the next six days. As with the grid guide, detailed information about each of these movies is available by simply highlighting that program's title and pressing the "Star" button.

StarSight is also much more than just a guide for the average TV viewer. StarSight has enhanced certain aspects of the program guide to aid education and to enhance the quality of life for the hearing impaired.

StarSight Telecast has worked in conjunction with Cable in the Classroom to develop a theme category usable by teachers to create video lesson plans. A teacher either at school or at home can access all Cable in the Classroom programming at the touch of a button. The teacher then reviews

what is available in that specific teaching category and can record the selected programs at the touch of a second button. StarSight Telecast will donate free of charge the StarSight service to all Cable in the Classroom member schools.

StarSight has a separate Closed Caption category which enables the hearing impaired to access Closed Caption programming quickly. One of the major problems in this area is the frustration that comes from clicking from channel to channel looking for relevant programming. When a commercial is on, it is particularly frustrating waiting to see if the program is Closed Caption. With the StarSight service, the consumer can find out immediately if the program is Closed Caption, even if there is a commercial on, and with the theme category, hearing impaired consumers can go right to the Closed Caption section and tune to programs that they can watch.

At any time--from the grid guide, single channel guide or theme guide--the "Tune" button will allow the viewer to watch the show that has been highlighted. StarSight will control the tuner, changing the channel directly to the program chosen.

On-Screen Features - Recording

Conveniently, recording works in the same way as tuning or gathering information. No matter whether the viewer is in the grid guide, single channel guide or theme guide, simply highlight the show to be recorded and press the "Record" button. Whether the show is on now or later, it will be recorded. StarSight will then ask the viewer if they want to record a single show or a whole series. They will not have to worry about finding the right channel, selecting the correct time, choosing the right day or week or even selecting the right length of show. StarSight is automatic. There is no need to look up "code numbers" or learn "on-screen" programming. The viewer can even start recording immediately while watching a show by pressing the Record button.

On-Screen Features - Customize Channel Set-Up

StarSight requires a minimum of set-up in order to customize the interface to an individual household's viewing patterns.

The order of the channels can be changed to take into account a viewer's favorite channels. Or, the viewer can group channels so that similar ones (Showtime, The Movie Channel, and HBO, for example) are adjacent to each other in both the guide and channel switching.

Of course, everyone has certain channels they do not watch. These channels can easily be eliminated through the set-up screen, which also serves to eliminate these channels when grazing from channel to channel.

THE STARSIGHT DATA

Transmission

StarSight data comes from the TVDT (TV Data Technology, Inc.) Data Center in Glen Falls, New York, a corporate partner of StarSight Telecast, Inc. and one of the major providers of television program guide information to print media in the U.S. By contract to StarSight Telecast, Inc., TVDT formats the data according to StarSight specifications, adding information to standard listings to make it easier for StarSight subscribers to access the data the way they want to see it.

TVDT forwards continuously-updated program schedules to the StarSight Program Schedule Database in Fremont, California, using a 56Kbits/second dedicated data line. StarSight then formats the schedules, adds security algorithms and sends the schedules via a 56Kbits/second dedicated data line to the Public Broadcasting Service Network Control Center in Alexandria, Virginia, home of the StarSight uplink VBI (vertical blanking interval) data inserter network node.

At that point, the data is inserted on the outgoing PBS VBI and uplinked via Telstar 401 at a 17Kbits/second rate, then downlinked to 200 planned PBS member station nodes - achieving coverage for virtually all U.S. TV households. Each of these PBS stations uses a special piece of StarSight hardware to filter out all schedule information that does not pertain to the area to which it broadcasts. The extracted data is then converted to a 960 bits/second data rate and re-broadcast to the StarSight subscriber units in its area.

Starting June 1, 1994, the data base will also be sent by dedicated lines to Viacom's uplink facilities in Hauppauge, Long Island. The data will be inserted on the VBIs of MTV and Nickelodeon and uplinked via SATCOM C3 and SATCOM C4.

The StarSight data will be broadcast terrestrially and redistributed via cable systems. The cable operator can receive the StarSight program schedules through the PBS VBI and simply pass it through to the cable consumer. Once consumers obtain a StarSight-capable TV, VCR, cable or satellite decoder, or StarSight stand alone component receiver, they then call either StarSight Telecast, Inc. directly or contact their local cable or satellite company to subscribe to the service.

The VBI

The StarSight circuitry includes a VBI data receiver which receives a variety of data, including authorization messages, region commands, program schedule information, category information, and additional program information.

The VBI is a time slot in the TV signal assigned to blank TVs during beam retrace from the bottom right to the top left of the screen. Since no program video is present during the VBI, it is available as a data "conduit" for services such as closed captioning (for the hearing impaired) and transmission of information for systems such as StarSight. Not normally visible to the viewer, the VBI is 21 lines of data residing above the horizontal black line at the top of the television screen.

The StarSight Receiver

In order to receive StarSight information, a subscriber unit in the form of a new generation TV or VCR, a new generation cable TV or satellite decoder box, or a StarSight stand alone component receiver must be in place.

The StarSight subscriber unit consists of a circuit with a VBI decoder, an on-screen display, 256K to 512K of RAM, a ROM chip containing StarSight firmware, a security chip and a specialized universal infrared code transmitter.

The amount of RAM in the system dictates the length of the schedule and the amount of program information on a system. For example, a 512K system (two 1-megabit parts) provides seven days of schedules with full descriptions on 70 channels.

The Channel Map

Because each municipality in the U.S. can select its own cable system operator and configuration, StarSight will download a channel map to each subscriber on a cable system. StarSight uses channel maps for determining which channels each subscriber's system displays in the guide.

At sign-up, the user will specify whether they receive their signal via cable, satellite or broadcast. With this information, StarSight will download the proper channel map to each subscriber's StarSight-equipped TV, VCR, cable or satellite decoder, or stand alone receiver. The same channel map determines the default order for switching channels. StarSight enables users to tailor the on-screen program guide menus by selecting the order in which the channels are displayed. For example, users may choose to place their favorite channels at the top of the on-screen program guide. When users first subscribe, they follow the set-up process to prioritize channels. From then on, users view the on-screen program guide screens in the channel order they specified.

THE STARSIGHT NETWORK

The National Backbone Network is carried on Telstar 401. It provides for full continental U.S. coverage and operates at a data rate of 17Kbits/second. It carries national schedule information for all broadcast stations and cable systems, as well as national channel schedules for all U.S. program sources. The Backbone controls subscription authorization and network management on a national basis.

The Local Broadcast Network is carried in the broadcast VBI. A station node is installed at each local PBS station. The station node selects only the data for that geographical area and provides regional coverage for the entire area reached by its signal, which often goes beyond the local market DMA (Designated Market Area) or ADI (Area of Dominant Influence). In addition to filtering out non-local schedule information, the local PBS affiliate converts the 17Kbits/second incoming signal to the 960 bits/second rate or the same rate that closed caption is transmitted.

PBS Station Nodes

Installation of PBS station nodes began in April of 1993 with Chicago and San Francisco transmitting live data. By the end of 1993, 100 PBS stations covering 86% of the continental U.S. were installed. By the end of May, 1994, a total of 200 PBS stations covering over 97% of the continental U.S. were installed.

Not all of the PBS stations are needed to reach virtually 100% of consumers. Although there are approximately 335 PBS stations, a great deal of duplication exists among some stations in adjacent cities. In California, for example, nine of the 14 PBS stations cover 99.5% of California cable systems.

THE COMPETITION

Not surprisingly, a number of perceived competitors are in the market or have announced their desire to offer products. None can match StarSight for features or look.

THE PATENTS

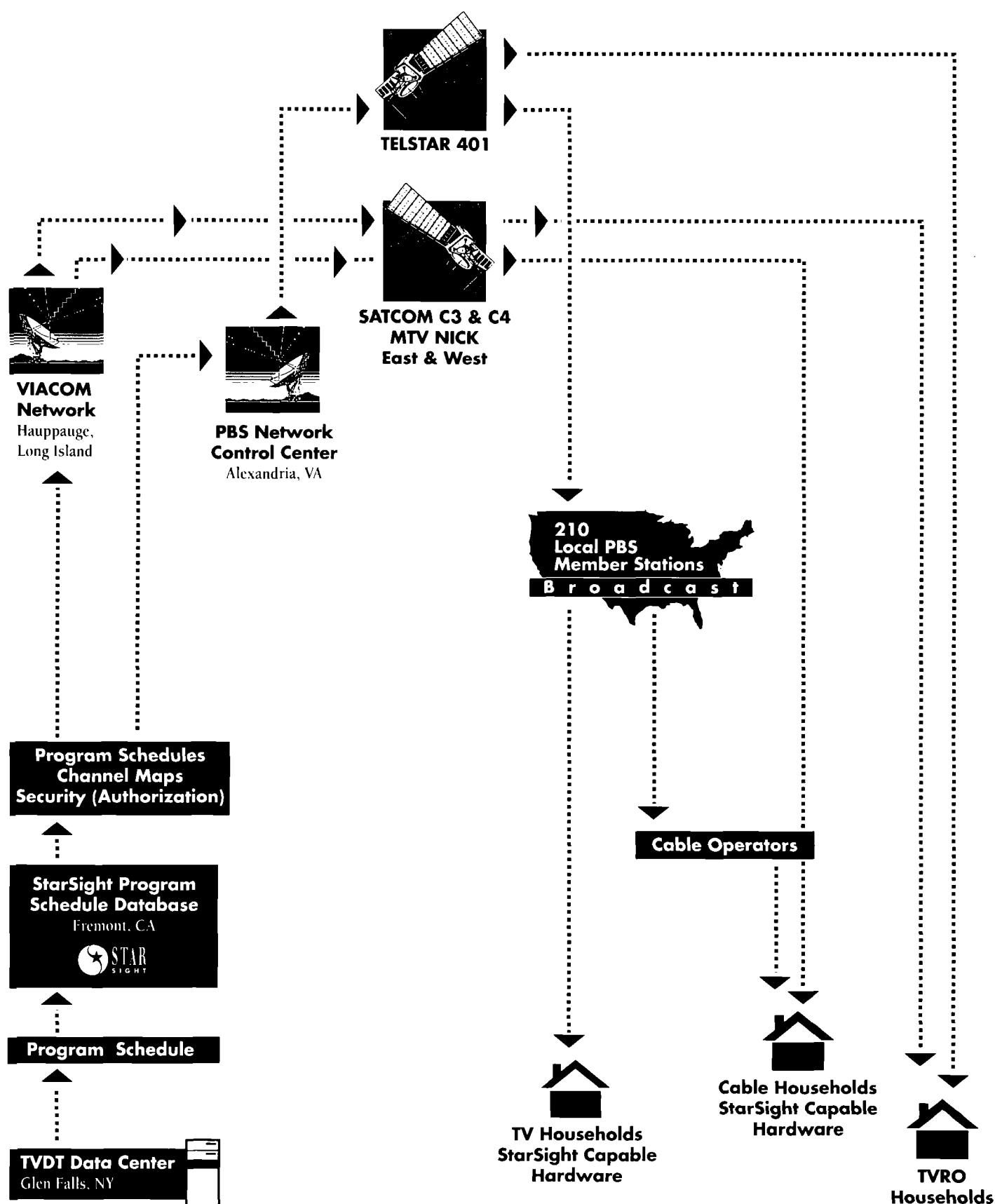
As part of the business strategy, StarSight Telecast, Inc. has aggressively pursued a strong patent portfolio. In the U.S., StarSight Telecast, Inc. currently holds four issued patents, along with several patent applications pending. StarSight Telecast, Inc. is also pursuing foreign patent protection in those countries that present market opportunities. StarSight Telecast, Inc. currently has patent applications pending in Europe and many foreign countries. Current patents contain 120 inventive patent claims. StarSight Telecast, Inc. also has exclusive rights to a number of other patents in the field of programming navigation. In March, 1994, the Company signed an exclusive patent license with The Personalized Mass Media Corporation (PMMC) for a series of patents in the field of Program Schedule Navigation and Navigation Information in PMMC's five issued and numerous pending patents. Under its licensing agreement with PMMC, StarSight Telecast, Inc. greatly expanded its already strong intellectual property portfolio to nine interactive program guide and navigational tool patents with over 200 inventive interactive patent claims. Under the agreement, the two companies will also jointly complete work and receive patents on hundreds of pending claims under a series of pending patents that relate to program schedules, video interactivity and communication navigational tools. This dramatic expansion of StarSight Telecast, Inc.'s patent portfolio is part of StarSight Telecast, Inc.'s continuing strategy of having strong patents, partners and products.

IN SUMMARY

After six years of research and development, the future of TV show selection and recording is here. By 1994, consumers will be able to obtain StarSight technology and receive a StarSight subscription virtually anywhere in the U.S. As an increasing number of StarSight-equipped products become available, StarSight is destined to become the TV interface of choice by consumers.

StarSight Telecast, Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538 510.657.9900

StarSight Transmission Network



StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022



CONTACT: Sallie Olmsted/Tim Scerba
Rogers & Cowan, Inc.
(310) 201-8817/8898

FOR IMMEDIATE RELEASE
July 28, 1994

**STARSIGHT TELECAST COMMENCES FINAL TESTING PHASE OF
STARSIGHT™-EQUIPPED UNIDEN IRDs FOR SATELLITE MARKET
StarSight Testers Include Majority of Authorized U.S. SQ Uniden Dealers**

FREMONT, CA. -- StarSight Telecast's [NASDAQ:SGHT] patented on-screen interactive television program guide with one-button VCR recording is now in the final testing stages in preparation for introduction of StarSight to the satellite community, it was announced today by Robert E. Russman, StarSight Telecast's senior vice president of cable marketing.

StarSight Telecast and Uniden America Corporation have placed StarSight-equipped Super Quantum (SQ) models with 100 Uniden dealers throughout the U.S. to participate in the final product hardware and software testing process. StarSight will be available through Uniden America's SQ560 and SQ590 model IRDs to consumers this summer.

Uniden America Corporation previously announced in December, 1993 that it would be the first satellite IRD manufacturer to incorporate StarSight's unique consumer-friendly features into its products.

"Reaction from earlier Uniden tests with SQ dealers have been overwhelmingly positive," commented Russman of StarSight Telecast. "We sneak-previewed the Uniden SQ 590 at the Summer Consumer Electronics Show in

(more)

Chicago last month, where it also received outstanding acceptance," Russman added.

Some of the unique features of Uniden's SQ IRD series with StarSight include seven days of continuously updated on-screen program information, one-button VCR recording with the ability to record up to 25 programs a day, tuning by title, and customized channel line-up capability. Uniden's SQ series with StarSight will automatically reposition the customer's satellite dish when programmed for unattended VCR recording requests.

"The SQ Series with StarSight will offer the retailer a true advantage in displaying features and benefits," said Hide Kanakubo, executive vice president of Uniden America's Satellite division.

Uniden America Corporation manufactures and markets satellite receivers, pagers, two-way radios, cellular telephones, scanners, CB radios, radar detectors, cordless phones, and marine electronics.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022

NEWS



CONTACT: Sallie Olmsted/Tim Scerba
Rogers & Cowan, Inc.
(310) 201-8817/8898

FOR IMMEDIATE RELEASE
June 24, 1994

**STARSIGHT™ TO TAKE PART IN HAMMACHER SCHLEMMER
EXHIBIT AT INNOVENTIONS AT Epcot '94**

FREMONT, CALIF. -- StarSight Telecast, Inc., developer of a patented, on-screen interactive television program guide with one-button VCR recording being launched nationwide this summer, has been selected to take part in the upcoming Hammacher Schlemmer exhibit at INNOVENTIONS at Epcot '94 at the Walt Disney World Resort in Lake Buena Vista, Florida, it was announced today by Brian Klosterman, StarSight Telecast senior vice president, consumer electronics marketing.

The Hammacher Schlemmer exhibit at INNOVENTIONS at Epcot '94 will feature the StarSight stand alone unit, which will be included in the HS catalog this fall. The unit has also been honored with an "Innovations" design and engineering award at the International Consumer Electronics Show. The award recognizes StarSight as one of the best-designed and best-engineered new consumer electronics products introduced during 1994. In addition to the stand alone unit, consumers can access the StarSight service through StarSight-equipped televisions, VCRs, cable converters or satellite IRDs.

Consumers using StarSight enjoy instant, on-screen program information and selection at the touch of a button; seven days of updated program schedule information; a simple guide for direct tuning by title or theme; and easy, one-button

(more)

VCR recording of selected programs. The service, which is currently being broadcast to over 98 percent of the United States, is being rolled out via cable, consumer electronics and satellite distribution channels this summer.

INNOVENTIONS will be a showcase for the best ideas of industry and technology just now appearing in the marketplace. Exhibits, similar to those seen only by industry insiders at major trade shows, will be constantly changing as new products and technologies are developed. The exhibits will feature products which most people have only read about or seen on television.

Hammacher Schlemmer, the nation's oldest retailer of consumer product innovations, was selected as one of a select group of exhibitors at Walt Disney World's new INNOVENTIONS showcase at Epcot '94 opening July 1, 1994.

The company will be showcasing the most innovative of their catalog products at INNOVENTIONS. Their exhibit offers vendors of these featured products with a unique opportunity to increase brand awareness of their product, receive consumer feedback and provide hands-on trial of their product, while showcasing their product within a highly selective collection of the world's most innovative products.

Hammacher Schlemmer will not be selling products within the space, however, trained staff will be present in the exhibit at all times to respond to visitor inquiries and to help visitors experience the displayed products. Guests can also use interactive computer terminals to provide Hammacher Schlemmer with consumer feedback, provide ideas for inventions and request catalogs.

Established in 1848, Hammacher Schlemmer is the nation's oldest continuously published catalog. It was on the pages of the Hammacher Schlemmer

(more)

catalog that Americans first saw the pop-up toaster, the steam iron, the telephone answering machine, the microwave oven and a variety of other innovative products that went on to become household necessities. It is this dedication to innovative consumer products that Hammacher Schlemmer will bring to INNOVENTIONS, as Epcot '94 gives the world a glimpse into the amazing products of the near future.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.0621

NEWS



CONTACT: Sallie Olmsted/Dana Galin
Rogers & Cowan, Inc.
(310) 201-8817/8889

FOR IMMEDIATE RELEASE
June 24, 1994

**INITIAL REACTIONS TO STARSIGHT™-EQUIPPED
ZENITH TV SETS HIGHLY FAVORABLE**

**Zenith TVs with StarSight Installed Getting High Marks from Viewers for
StarSight's On-screen, Interactive TV Program Guide with
One-button VCR Recording**

CHICAGO -- Early feedback from test homes to StarSight Telecast, Inc.'s patented on-screen, interactive TV program guide with one-button VCR record feature installed in Zenith AVI (Advanced Video Imaging) color television sets is extremely positive, it was announced this morning at the Summer Consumer Electronics Show here by John B. Burns III, StarSight Telecast's executive vice president of sales and marketing.

More than 100 StarSight-equipped Zenith TV sets are currently in use in selected test homes throughout the country as part of a real-world field trial to assess viewer responses to the breakthrough StarSight technology. StarSight-equipped Zenith AVI sets will be widely available for sale to the public beginning in July, supported by strong retailer and consumer promotion programs.

After using StarSight in their homes, viewers evaluated StarSight through written questionnaires focusing on StarSight's most used features and its impact on their viewing habits.

(more)

Test viewers in the market trial are consistently reporting that StarSight is "fun to use," "it's changing the way I watch TV" and "easy to operate." Respondents are also reporting that their use of VCRs to record selected programs is increasing.

"It is highly satisfying to see that test consumers are responding so favorably to the StarSight product in a real-world setting," Burns said. "From day one, we listened to viewers throughout the market research and product development stages. Now, it is wonderful to hear them say they like what we did with StarSight. That's the bottom line for us -- consumer satisfaction."

Initial responses to StarSight cover the full gamut of features and benefits:

- "I finally can find shows worth watching...I've discovered shows I never knew existed."
- "It's a great product...I'm watching more TV but more selectively...I can get to what I want to watch much faster."
- "As one of the 'flashing 12:00' crowd, it's great to be able to record programs without a hassle...what's simpler than one button, and I didn't even have to turn on my VCR."
- "The main program guide is very useful, especially since I can list the channels in the order I want to see them."

Consumers purchasing StarSight-equipped Zenith AVI TVs will enjoy powerful features for navigating and managing TV and VCR programming. These include instant, on-screen program selection at the touch of a button; seven days of updated program schedule information; a simple guide for direct tuning by title or theme; and easy, one-button VCR recording of selected programs.

(more)

Following Zenith's lead, consumer electronics manufacturers with announced plans to incorporate StarSight into their products are Philips Consumer Electronics Company (Magnavox and Philips brands), Samsung Electronics Co. Ltd., Mitsubishi Electric Corporation and Uniden America Corporation with satellite IRDs.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.5022



CONTACT: Sallie Olmsted/Tim Scerba
Rogers & Cowan, Inc.
(310) 201-8817/8898

FOR IMMEDIATE RELEASE
June 23, 1994

**STARSIGHT™-EQUIPPED ZENITH TVs MARK FIRST CONSUMER
ELECTRONICS ENTRY INTO MARKETPLACE**

**StarSight, the Interactive, On-screen Television Program
Guide with VCR Record Feature Available in Zenith TVs in July**

CHICAGO -- The StarSight-equipped Zenith TV sets now in production mark the first major entry in the consumer electronics market distribution of an interactive TV program guide in the marketplace, announced John B. Burns III, StarSight Telecast's executive vice president, sales and marketing.

With the availability of eight new StarSight-equipped Zenith AVI (Advanced Video Imaging) sets beginning in July, StarSight will be available through all three key distribution channels, including consumer electronics, cable and satellite. Today, StarSight's service is being broadcast to more than 98 percent of U.S. households via PBS.

StarSight Telecast, committed to bringing consumers the benefits of easy access to StarSight, the interactive, on-screen television program guide with one-button VCR recording, has already launched the service via cable in Viacom's Castro Valley, California system and will beta-test the Uniden StarSight-equipped SQ IRD series in several markets across the U.S.

(more)

"The market launch of the StarSight-equipped Zenith TVs is an extremely important milestone for us," commented Burns. "The national roll-out of these StarSight-equipped Zenith products, coupled with StarSight Telecast's other cable and satellite activities, takes us far in achieving our goal of making StarSight available to virtually every consumer in the U.S. who wants it."

Gerald McCarthy, president of the Zenith Sales Company division, called StarSight "a key element of our product strategy" for the '90s. "We are very proud to be the first TV manufacturer to bring this breakthrough service to our customers."

StarSight offers television viewers access to instant programming information at the touch of a button; seven days of updated program schedule information; a simple guide for direct tuning by title, theme and channel; and easy, one-button VCR recording of selected programs.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510.657.0621



CONTACT: Sallie Olmsted/Dana Galin
Rogers & Cowan, Inc.
(310) 201-8817/8889

FOR IMMEDIATE RELEASE
May 24, 1994

At NCTA:
StarSight Telecast Booth #2851
Telephone: (504) 544-6716/17

**STARSIGHT TELECAST, INC. LAUNCHES CABLE INDUSTRY'S
FIRST INTERACTIVE, ON-SCREEN PROGRAM GUIDE AT 43RD NCTA**

**First Cable Household in U.S. to Use StarSight's™ On-Screen Interactive
Guide with One-Button VCR Record Feature is in
Viacom Cable's Castro Valley System**

NEW ORLEANS -- StarSight, the on-screen, interactive television program guide with one-button VCR record feature, officially introduced its service to the first U.S. cable household during a commemorative ceremony held (2:30 p.m. CDT) at the National Cable Television Association annual meeting in New Orleans earlier today. During the ceremony, StarSight Telecast's co-founder, chairman and CEO Michael Faber introduced the first StarSight family via a live satellite feed from Viacom Cable's television system in Castro Valley, California. StarSight Telecast's cable service introduction partners, Viacom Cable and General Instrument Corporation, were also represented at the ceremony by John Goddard, president, Viacom Cable, and Hal Krisbergh, president of General Instrument Communications Division.

This commemorative event marks the availability of StarSight via specially-equipped Jerrold 2900 cable converters within the Viacom Cable Castro Valley

(more)

system. StarSight's interactive on-screen guide, including one-button VCR record feature service, has been in use in selected cable homes in Castro Valley during April and May 1994 on a test market basis.

Following positive results and enthusiastic response from test market users, Viacom Cable is initiating a full introduction of the StarSight service to its 13,000 subscriber households.

It is the first on-screen interactive guide with one-button VCR record feature now actively being used in cable households on a regular (non-test market) basis. StarSight is the only patented on-screen interactive television program guide with one-button VCR record feature which allows consumers to easily find out what's on TV, tune in, or program their VCRs to record a particular show at the touch of a button.

"StarSight Telecast is extremely pleased to be the first on-screen guide company to provide the cable industry with an easy-to-use interactive consumer-friendly guide which also includes one-button VCR recording," said Faber. "For the past three years StarSight Telecast has conducted rigorous market research to determine what consumers really needed to get more enjoyment from their TV sets and cable television service. Based on what they told us, StarSight was created especially to simplify the television viewing process," Faber added.

"We're delighted to be the first cable system in the United States to offer the ease and convenience of StarSight's program guide and VCR function," commented Goddard. "This will truly enhance the television viewing experience."

VIACOM CABLE, headquartered in Pleasanton, California, a division of VIACOM INTERNATIONAL INC., owns 13 cable TV systems and serves over 1.1 million customers in California, Tennessee, Washington, Oregon and Ohio.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

#

StarSight Telecast Inc.
39650 Liberty Street, 3rd Floor
Fremont, CA 94538
510.657.9900
Fax 510 657.5022

CONTACT: Dana Galin/Tim Scerba
Rogers & Cowan, Inc.
(310) 201-8889/8898

FOR IMMEDIATE RELEASE

April 19, 1994



Susan Evans
Viacom Cable
(510) 463-0875

**STARSIGHT™ BEGINS TEST IN VIACOM'S
CASTRO VALLEY CABLE SYSTEM**

**The On-Screen, Interactive Television Program Guide with One-Button
VCR Record Feature to be Available Soon in Selected Households**

FREMONT, CALIF. -- In preparation for the formal launch of StarSight on Viacom Cable's Castro Valley, California system, StarSight Telecast, Inc. is testing the on-screen, interactive television program guide with one-button VCR record feature in selected households, it was announced today by Bob Russman, StarSight Telecast's senior vice president cable marketing, and Viacom Cable's Bruce Kaplan, vice president research & strategic development.

Castro Valley households are currently using and evaluating Jerrold CFT 2900 cable converters, which decode StarSight's patented, on-screen, interactive television program guide with one-button VCR record feature.

"Initial reaction is very positive," commented Russman. "We expect this test to demonstrate that StarSight offers real benefits for both cable customers and operators. It enables viewers to tune channels, gather information about shows and record current and future programs with the touch of a button. StarSight Telecast provides cable operators with new service offerings and revenue potential."

(more)

"We are pleased to see that, so far, our test households are using StarSight and are thrilled with its simple, convenient, interactive service," said Kaplan. "As the test progresses and StarSight becomes available throughout Castro Valley beginning in late May, we expect that customer response will continue to be extremely positive."

Viacom Cable's Castro Valley system, with a base of 13,000 diverse, middle-class customers, is well suited to StarSight's interactive, customized service. Viacom has placed StarSight on its basic service and is marketing its upgraded system by stressing choice, the convenience and simplicity of its new service.

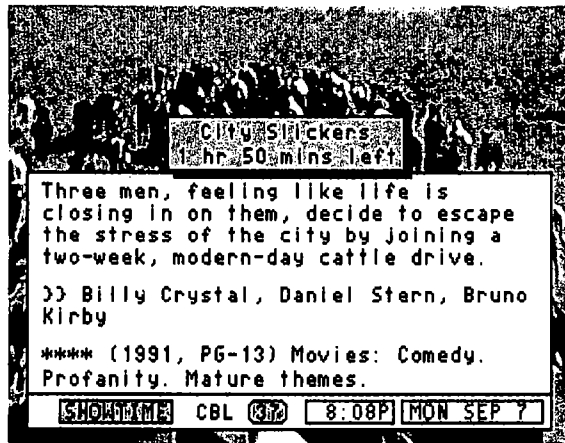
StarSight Telecast is also using the Castro Valley test to train employees of both StarSight Telecast and Viacom on the operation of the StarSight system. This training, which covers sales, installation, service and operation, will be on-going throughout the test period.

VIACOM CABLE, headquartered in Pleasanton, California, a division of VIACOM INTERNATIONAL INC., owns 13 cable TV systems and serves over 1.1 million customers in California, Tennessee, Washington, Oregon and Ohio.

StarSight Telecast, Inc. is a publicly held company backed by strategic partners Viacom International Inc., Spelling Entertainment (a Blockbuster Entertainment company), Cox Communications, Inc., The Tribune Company, Times Mirror Cable Television, Inc., KBLCOM Incorporated (a division of Houston Industries), and The Providence Journal Company. The company's stock is traded on the NASDAQ national market system under the symbol SGHT. StarSight is a trademark of StarSight Telecast, Inc.

An on-screen, interact guide with one touch

PROGRAM SCHEDULES



Grazing Information

Will provide instant information as the viewer changes channels—even if a commercial is on

SEP 7	MON	TUE	WED	THU	FRI	SAT	SUN
	9:00P	9:30P	10:00P	10:30P	11:00P	11:30P	12:00P
NICK	Adventures	Adventures	Adventures	Adventures	Adventures	Adventures	Adventures
MTV	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music	Count-Up to the 1992 MTV Video Music
SHOW	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS
HBO	Bingo	Bingo	Bingo	Bingo	Bingo	Bingo	Bingo
DISC	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work
26	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?
ESPN	Major League Baseball	Major League Baseball	Major League Baseball	Major League Baseball	Major League Baseball	Major League Baseball	Major League Baseball
FAM	Batman	Batman	Batman	Batman	Batman	Batman	Batman
4	In the Best Interest of News	In the Best Interest of News	In the Best Interest of News	In the Best Interest of News	In the Best Interest of News	In the Best Interest of News	In the Best Interest of News
DISC	Casablanca	Casablanca	Casablanca	Casablanca	Casablanca	Casablanca	Casablanca
REC	Justice	Justice	Justice	Justice	Justice	Justice	Justice
(26)	WETA-PBS	CBL (26)	7:25P	MON SEP 7			

Grid Guide

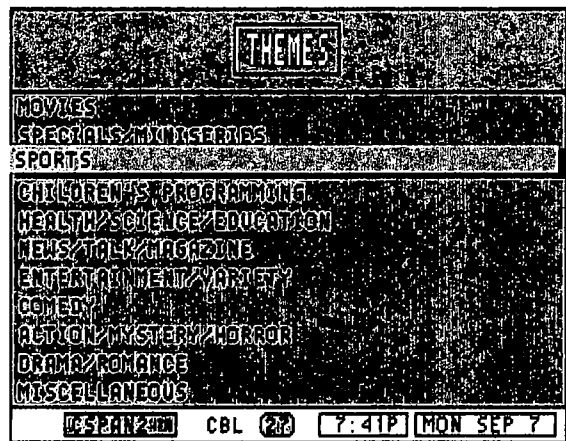
Will provide up-to-date television schedule information up to seven days in advance for every channel on the viewer's television

SEP 7	MON	TUE	WED	THU	FRI	SAT	SUN
	9:00P	9:30P	10:00P	10:30P	11:00P	11:30P	12:00P
CSP2	U.S. Senate Coverage	U.S. Senate Coverage	U.S. Senate Coverage	U.S. Senate Coverage	U.S. Senate Coverage	U.S. Senate Coverage	U.S. Senate Coverage
CNN	Larry King Live	Larry King Live	Larry King Live	Larry King Live	Larry King Live	Larry King Live	Larry King Live
SHOW	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS	CITY SLICKERS
HBO	Bingo	Bingo	Bingo	Bingo	Bingo	Bingo	Bingo
DISC	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work	Al in a Day's Work
26	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?
E	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?	Math... Who Needs It?
	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr	Mon 9:00P - 1 hr
	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.	A large number of people with exciting jobs use math every day in their work.
	Education: CC	Education: CC	Education: CC	Education: CC	Education: CC	Education: CC	Education: CC
(26)	WETA-PBS	CBL (26)	7:25P	MON SEP 7			

Grid Guide (with Information Pop-up)

Will allow viewer to see a program's title, summary and length at the touch of a button

PROGRAM SELECTION



Theme Categories

Will let viewer select programs according to a favorite viewing category, such as sports, movies or comedy

SPORTS
ALL SPORTS
SPORTS TALK
FOOTBALL
TENNIS
BASEBALL
SOCCER
WRESTLING
GOLF
BASKETBALL
HOCKEY
MISCELLANEOUS
(ESPN2) CBL (26) 7:41P MON SEP 7

Theme Subcategories

Will provide viewer with an even more refined list of special interest programming

SPORTS
BASEBALL
ESPN MON 8:00P Major League Baseball 3:00
ESPN TUE 7:30P Major League Baseball 3:00
WJZ TUE 7:30P Major League Baseball 3:00
Major League Baseball
Tue 7:30P 3 hrs
New York Mets at Philadelphia Phillies (L)
Baseball
ESPN SUN 6:00P Major League Baseball 3:00
(ESPN2) CBL (26) 7:42P MON SEP 7

Theme Guide

Will search a schedule of up to seven days and provide the viewer with a listing of all programs under a chosen theme

ve television program
recording capability

ONE TOUCH RECORDING

SEP 7	MON	TUE	WED	THU	FRI	SAT	SUN
	11:00P	11:00P	11:00P	11:00P	11:00P	11:00P	11:00P
NICK	Phil Spector	Adventures	Get Smart				
MTV	Count Up to the 1992 MTV Video Music						
SHOW	The Search for Signs of						
HBO	Home Alone	Boyz n the Hood					
DISC	All in a Day's Work						
28	Wet to the Work						
ESPN	Baseball to Sportscenter						
FAM	Scenechow and Mrs. Kling	Bonanza					
4	News	Tonight Show With Jay					
5	I Love Lucy	Beverly Hills	Andy Griffith				
REQ	The Prince of Tides						
5	AT&T-FOX	CBL 5	9:06P	MON SEP 7			

Grid Guide (with One Touch Recording)

Will allow one touch recording
by program title

CUSTOMIZED CHANNEL SET-UP

SELECT GUIDE CHANNELS

Press ENTER to select/deselect channels

NICK	WEE	AND	DIGD
MTW	ER	AB	ERM
VMA	IBS	MAX	45
GNN	20	32	650
AND	TND	GNBC	BEH
GA	22	TNN	H50
HBO	USA	SHOW	50
690	WOR	REQ	VASN
TNT	28	Q45N	
ESPN	ESP2	REQ2	
MEU	720	BRW	

Custom Channel Line-Up

Will eliminate channels never or infrequently watched

SERIES TO BE RECORDED
 9 WK MON 10:00P Northern Exposure 1:00
 (NICK) WK MON 11:30P Get Smart :30
 5 MTWTHF 11:00P I Love Lucy :30

SHOWTIME CBL 32 10:07P MON SEP 7

Series Recording

Will record daily or weekly series with the touch of one button

RESET

CHANGE CHANNEL ORDER

Press ENTER to MOVE channel

MTV	LIFE	MAX	G4
SHOW	MEU	32	BET
NICK	20	CNBC	HSC
VMA	22	TENN	WISN
CNN	USA	COM	
G4	WOR	REQ	
HBO	26	DISN	
CBS	CSE	BRV	
TNT	23	DISC	
ESPN	ND	EAM	
AMC	40	45	

Custom Channel Order

Will allow viewer to set the order of channels
by preference

RECORDINGS				
9	MON	10:00P	Northern Exposure	05
5	MON	11:00P	I Love Lucy	30
NICK	MON	11:30P	Get Smart	30
CNN	TUE	1:00A	Showbiz	30
5	TUE	11:00P	I Love Lucy	30
5	WED	11:00P	I Love Lucy	30
5	THU	11:00P	I Love Lucy	30
5	FRI	11:00P	I Love Lucy	30

Pending Recordings

Will keep track of everything the viewer has set to record

PHOTOCOPY
PRESERVATION



Interactive television?
How about interacting
with your program guide?

Interactivity for the passive

By Nikhil Hutheesing

IT'S A MONDAY night in the year 2000 and you heard that the biography of Brigitte Bardot will be on television. But you don't know which channel or what time. What are your options for finding out? *TV Guide*, which is now about the size of the Yellow Pages, or the channel on cable systems that scrolls through all listings, or sketchy newspaper listings.

Fremont, Calif.-based StarSight Telecast, Inc. plans to be the first to offer you an interactive alternative, an electronic program guide. At the touch of a few buttons, the guide will lead you directly to Brigitte.

Everyone is talking about interactive media these days. Just what are

they? Mechanisms for delivering image, text and sound data in which the user interacts with the database. The category thus encompasses everything from on-line data services to videogames to computerized retailing. Futurists envision a world in which interactivity revolutionizes the computer, entertainment and communications industries. Someday it may well, but in the immediate future its applications will be more down-to-earth—like computer-assisted channel surfing.

StarSight is the 1986 creation of Michael Faber and Patrick Young. Faber, now 42, is an engineer and former general manager at Telecom General Corp., a British Petroleum sub-

sidiary that develops network satellite communications. Young, 57, is an independent inventor who has spent most of his career on telephone and data transmission systems.

Here's what they offer. You pay an additional \$4 a month (probably via your cable bill) for an extra data feed that goes into your set-top electronics box. That box—or, in some coming versions, your television—will include StarSight-designed circuitry that translates the signal into data about all of the shows accessible on your cable system or on broadcast TV.

When you turn on your television set, a notice appears telling you the name of the show you've tuned into, what it's all about and the time remaining. If you want to see what else is on, you use your remote to flip to the grid guide, similar in appearance to a newspaper TV listing. Or, if you know you want to watch basketball, pull up the "theme" menu, choose "sports" and pick the game you want. To record the show, just press "record." As interactive devices go, it's pretty passive. It makes it easier to sit on a couch and do nothing.

Indeed, if this little company succeeds in interactive media where more grandiose schemes may fail, it will be because it demands so little of the user. Says consultant Anne Doremus, president of Catalyst Communications in Danville, Calif.: "Faber is not trying to reinvent consumer behavior but enable it."

Not long after Faber and Young had their brilliant idea, the same notion occurred to some industry heavyweights with a great deal more capital and experience. Rupert Murdoch's News Corp. and Liberty Media/TeleCommunications, Inc. share ownership of TV Guide On Screen, which is going to come out next summer. Not only does the product have significant name-brand recognition, thanks to the popular magazine, but it also has the backing of a cable giant that reaches 40% of all cable viewers.



Michael Faber, chief executive of StarSight Telecast
"StarSight will be to television what Dolby is to stereo."

The proposed TCI/Bell Atlantic will be able to use its TCI connection to market its Stargazer service, a proposed interactive system that will let you use the television to pay bills, bank and do other things.

Still other competitors lurk in the wings. Microsoft Corp. is developing an interactive operating system for cable TV and fiber-optic telephone systems, due out in late 1995, that will include a program guide. United Video has already signed up a lot of cable operators for its Prevue Channel, now known for its scrolling list of TV programming but soon to be electronically responsive to the user. EON Corp. is developing a system that will use the Interactive Video & Data Services radio frequencies to be auctioned off by the federal government within two years to deliver an interactive program guide. SuperGuide, an independent company based in Shelby, N.C., offers an electronic program guide to viewers who receive programming via satellite.

So what is going to keep StarSight alive? One thing that may give it an edge is that it is hustling the system not just to cable operators but to TV, VCR and satellite dish manufacturers. Zenith Electronics, Goldstar and Mitsubishi have already agreed to include the StarSight chip in some of their TV sets. (In Zenith's case, it will add \$50 to the price of the TV.)

With one of these souped-up TVs, you could pluck the data off an over-the-air signal of the Public Broadcasting Service and not even need the cooperation of your local cable operator. And how would StarSight cancel the service to nonpaying customers? Each TV or converter box with a StarSight chip will have a serial number. StarSight will be able to activate or deactivate the service over the air by matching the serial number with a code that is transmitted in the data stream.

Predicts Faber: "StarSight will be to television what Dolby is to stereos."

Like Ray Dolby (*FORBES*, Aug. 3, 1992), Faber keeps his costs down by licensing technology rather than manufacturing products that use it.

Then there are the patents. StarSight's four patents cover a system that allows a viewer to tune in to a television show by program title instead of channel number, get a short synopsis of the show that's on, use pop-up menus to easily find what else is on, and record the show with the touch of a button. StarSight's patents don't purport to prevent other inventors from delivering the same features using different means, but they are sweeping enough to put some real obstacles in competitors' way. EON, for one, filed two U.S. Patent & Trademark Office challenges against the StarSight patents and failed. Faber says he spends at least 25% of his time winning, defending or enforcing patents. Three lawsuits are pending.

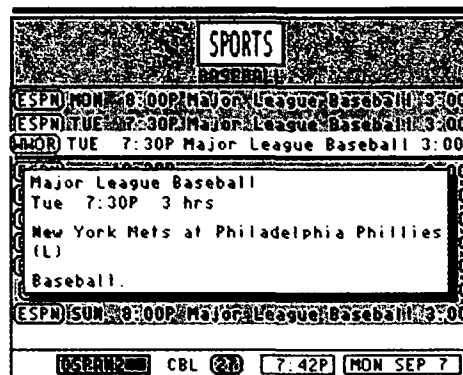
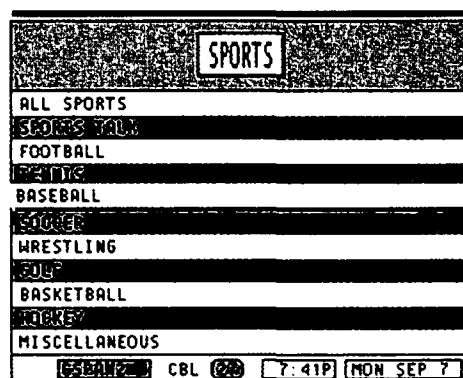
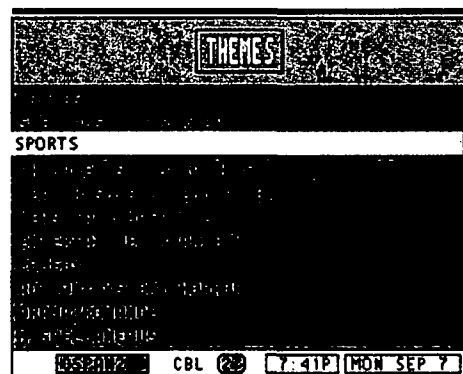
"I had StarSight's patents reviewed by outside patent attorneys," says Neil Braun, chief executive of Viacom Entertainment, which encompasses television production, syndication and new media development at Viacom. "Most said Faber was the most patent-savvy CEO they had ever met." Braun was so taken with the system that he put his own money into the company, then persuaded Chairman Sumner Redstone to do likewise.

Viacom, which will launch its much discussed 500-channel interactive television test in Castro Valley next year, will debut StarSight as its navigational tool. Viacom is also one of five cable operators (the others are Times Mirror, KBLCOM, Providence Journal and Cox Communications) that have put \$40 million into StarSight to get 44% of the stock.

The feverish new issues market has enabled StarSight to get capital from small investors on even better terms: The public put up \$47 million in July to get only 16% of the stock.

Since then the stock has risen 23%,

all on futuristic hopes. Alan Gould, an analyst with Kidder, Peabody (which comanaged the July underwriting), projects that by 1998 StarSight will, between deals with consumer electronics makers and license sales to cable firms, be in just under 25% of all TV homes—and will be wonderfully profitable. Maybe, but for now StarSight is losing money—\$9.7 million in the fiscal year ended June 30.



StarSight's electronic program guide
Computer-assisted channel surfing.

BY GEORGE MANNES

Every solution creates a new problem. Years ago, viewers were frustrated and disappointed by the paucity of choices available on a television system dominated by three large networks. Cable systems with 40 channels or more, and an extra network, have added many new programs. But within a few years, systems bearing hundreds of channels will become available.

When this happens, the problems viewers will face will be those of finding and keeping track of the shows they like within a TV universe offering thousands of options. Many viewers already feel they have to keep track of too many channels. Is TBS on 26 or 27? Is this Lifetime or USA? Which of the three public TV stations on this system carries *Inspector Morse*? When is it on? Imagine the chore of answering these simple questions from a list of hundreds of channels, with many also offering interactive services? How's a viewer to cope with the simple task of organizing a

SMART SCREENS

*Savvy program
navigators pave
the road toward
500-channel TV.*

night in front of the tube.

The answer lies in the research being conducted by an array of companies struggling to unscramble the problems presented by megachannel TV systems. The companies are developing a new type of program guide that will be onscreen and, in varying degrees, interactive. The guides, also known as personal navigation systems, are being designed to make it easy, or at least practical, for viewers to sort through the myriad options that

will be presented by high-capacity cable systems: not just subscription channels, but also pay-per-view movie and home-shopping channels.

Cable operators know subscribers will turn away from television if they can't easily find their way through the program listings. When listings multiply—as they soon will—clear, simple, fast program guides will be essential.

The key part of all the navigation systems being developed seems to be the program grid. In most cases, it resembles the charts you might see in a news-

Screen shows 90 minutes of programs at a time for up to seven days.

Screen highlights the channel to which the TV is tuned.

Channel list can be customized by each viewer. Page-up and page-down controls access more channels.

SEP 7	MON	TUE	WED	THU	FRI	SAT	SUN
7	9:00P	9:00P	9:00P	10:00P			
NICK	Countdown	Adventures	Countdown	Countdown			
SHOW	Countdown	Countdown	Countdown	Countdown			
HBO	Countdown	Countdown	Countdown	Countdown			
DISC	Countdown	Countdown	Countdown	Countdown			
26	Countdown	Countdown	Countdown	Countdown			
ESPN	Countdown	Countdown	Countdown	Countdown			
FAM	Countdown	Countdown	Countdown	Countdown			
4	Countdown	Countdown	Countdown	Countdown			
DISN	Countdown	Countdown	Countdown	Countdown			
REQ	Countdown	Countdown	Countdown	Countdown			
26	Countdown	Countdown	Countdown	Countdown			

System can provide additional information about any program.

System can record any selected program at a button's touch.

Screen displays current time and date.

Channel numbers end confusion about cable and TV equivalents.

Star Struck: StarSight's program grid displays TV shows with date and time information, channels and a calendar.

paper's primetime TV listings, except it's meant to be displayed on your TV screen. The navigators will let you search for programs using general categories, as well as channels and time periods. If you see a listing for a show that looks interesting, all you'll have to do is select the title and your TV will tune to the channel.

The companies creating these new navigators share a common vision of the money they believe can be made. Bruce Davis, president of TV Guide On Screen, estimates that consumers will spend \$400 million a year on navigation systems by the end of the decade. Not bad when you consider they're spending next to nothing for them now. Several systems are in the works. Here's a roundup of what they'll offer and when they'll be ready:

STARSIGHT

StarSight Telecast, based in Fremont, California, and partly owned by the cable TV giant Viacom, has created a system intended to offer easy recording features as well as navigation. The system is based around a grid that shows 90 minutes of programs at a time. Users can scan program information seven days into the fu-

ture.

If you highlight a show on the grid, using a Starsight remote control, you can get a capsule description of its contents. If you want to watch the program, you can push a button on the remote and switch to it directly. If you want to record a show in the future, you can do that, too, with the push of a button that automatically sets your VCR. (StarSight hardware will have an infrared emitter to turn on the VCR at the right time and tune it to the correct channel.)

If you're channel-grazing, each time you tune a new channel, you'll see a display that includes the name of the program, a capsule description, the channel name, and the time remaining in the program.

StarSight lets you scroll through a list of all the programs coming up on a channel. It also lets you search for current and future shows by theme, starting with about 10 categories, including Movies, Specials/Miniseries, Entertainment/Variety, and Action/Mystery/Horror. A viewer can also select subcategories. In the Sports category, for example, you can further narrow your search by using such headings as Sports Talk, Football, Tennis and Wrestling.

The StarSight service could be offered to the public early in 1994. At press time, StarSight Telecast was planning to start limited operational testing of its navigator late this year as part of Viacom's experimental cable system for 12,500 subscribers in Castro Valley, California.

To receive StarSight, you'll need to subscribe to the service and possess special decoding equipment. StarSight expects a subscription to cost \$4 a month at most, and probably less when offered through a cable company. StarSight says it has commitments from cable systems to offer the service to about five percent of the nation's cable customers, about 3.3 million households, and StarSight will offer its service directly to those who don't subscribe to cable, or whose cable operators don't offer StarSight.

StarSight receiving circuits will be built into TVs, VCRs, cable boxes and a stand-alone decoder. Zenith, the first consumer electronics company to ally itself with StarSight, plans to ship the first StarSight-capable TVs to dealers early next year. Other components are expected from Goldstar, Mitsubishi and Samsung, although no dates have been announced.

SPORTS			
ALL SPORTS			
SPORTS TALK			
FOOTBALL			
TENNIS			
BASEBALL			
SOCCER			
WRESTLING			
GOLF			
BASKETBALL			
HOCKEY			
MISCELLANEOUS			
SEARCH2	CBL	27	7:41P MON SEP 7

RECORDINGS			
9	MON	10:00P	Northern Exposure :05
5	MON	11:00P	I Love Lucy :30
NICK	MON	11:30P	Get Smart :30
CNN	TUE	1:00A	Showbiz :30
5	TUE	11:00P	I Love Lucy :30
5	WED	11:00P	I Love Lucy :30
5	THU	11:00P	I Love Lucy :30
5	FRI	11:00P	I Love Lucy :30
SHOWTIME	CBL	27	10:05P MON SEP 7

Search and Record: StarSight screens also let viewers find programs by category and subcategory (left), and keep track of shows they plan to record (right).