



The Big Switch is coming.
 (so don't hang around)

A M V	B B D O	File: 13045 Switch switch 297x210	Proof:	APPROVED
		Job No. 13045 Client: Switch	2	Project Manager
	Date: 13.03.06 Operator: Richard	Creative Team		
	Publication: Page: 1	Editors		
			Account Team	
			Creative Directors	



In the lead up to the football this summer television sales will be bigger than ever.

From May 5th, Digital UK is launching a multi-million pound campaign to get people switching over to digital TV. This will feature Digit Al, who will be directing consumers to look for this logo.



It appears on products and services that are designed to work after switchover.

To use the logo in your store and get a free starter pack, email us at digital.logo@aeat.co.uk or call **0870 190 2851**.

The digital switchover logo is a Certification Mark

www.digitaluk.co.uk

get set for digital

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