## You can miss a class. You can miss a midterm.

## But you never ever have

## to miss Buffy.



NeedaTV.com
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It pauses live TV and records your favorite shows digitally, automatically, without videotape, every time they're on.
Philips introduces TiVo, the world's first Personal TV Service. And it's changing television forever. How? Well, let's say you're chilling to the game and suddenly the parental units call. Panic attack? Not with TiVo. It lets you pause the live broadcast until you're off the phone. And all those shows you miss because you're pulling all nighters? Problem solved. Tell TiVo what show you like just once, and from then on it'll find and digitally record future episodes automatically. In fact, over time TiVo learns what you like and finds more of it. It's time you experienced TiVo for yourself (available only on the Philips Personal TV Recorder). You'll never look at TV the same way again.

TiVo. You run the show.

