

# Super Bowl ads focus on high-def TV

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Advertisers will add high-definition sharpness to their roster of splashy commercials to be aired during the Super Bowl.

USA Today reported Friday that next month's game will be the first Super Bowl to feature commercials shot in the same high-definition that the game itself will be shown in.

Advertising analysts said companies expect a surge in HDTV sales to football fans in the weeks prior to the big game, and they want their prospective customers to continue to see the technology's dazzling pictures when their products are on the screen.

The production of high-def ads costs more than standard commercials and comes on top of the \$2.4 million price tag for the airing of a 30-second Super Bowl spot.

The newspaper said about 16 million U.S. households had HDTV-capable sets at the end of 2005.

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