



DIRECTV HD DVR 'Checks In' to Hotels Nationwide

Award-Winning Hotel TV System Allows Guests to Pause, Rewind and Record Live TV Shows From More Than 100 HD Channels

EL SEGUNDO, CA -- (Marketwire) -- 04/19/12 -- Pausing, rewinding or recording live TV may become as routine as raiding the mini bar for guests who stay in hotels that offer DIRECTV's Residential Experience service, which recently won first runner-up award for 'Most Innovative Hospitality' at Hotel Technology Next Generation's (HTNG) 8th annual North American conference.

DIRECTV is now offering [HD DVRs](#) as part of its Residential Experience service for the lodging industry, designed to offer guests a home-away-from-home video experience. As guests unwind after a busy day, they'll also be able to rewind, pause and record live DIRECTV programming -- not missing a moment of their favorite show or game broadcast when room service arrives.

The DVR feature is part of the second phase of DIRECTV's initiative to completely transform the hotel TV viewing experience, turning guest rooms into living rooms with a full line-up of over 100 [HD channels](#).

In addition to DVR functionality, the DIRECTV Residential Experience for Hotels also supports local content insertion, allowing hotels to insert up to 50 of their own content channels seamlessly integrated into the channel guide; and an enhanced HD programming guide that can also be co-branded with the hotel.

Currently available in 110 properties across the country, the DIRECTV Residential Experience for Hotels delivers programming to compact, easily hidden set-top boxes so that guests can enjoy the same great DIRECTV experience they get at home.

DIRECTV's service for lodging and institutions provides access to state-of-the-art technology, superior service and unmatched programming to rooms in hotels, motels, hospitals, dormitories and senior living establishments through a selection of programming packages or on an a la carte basis. DIRECTV offers a single-dish solution, which enables properties to install one dish per rooftop. For more information on [DIRECTV for hotels](#) or other businesses, visit directv.com/business.

About DIRECTV:

DIRECTV (NASDAQ: DTV) is one of the world's leading providers of digital television entertainment services delivering a premium video experience through state-of-the-art technology, unmatched programming and industry leading customer service to 32 million customers in the U.S. and Latin America. In the U.S., DIRECTV offers its 19.9 million customers access to more than 170 HD channels and Dolby-Digital® 5.1 theater-quality sound, access to exclusive sports programming such as NFL SUNDAY TICKET™, Emmy® award winning technology and higher customer satisfaction than the leading cable companies for 11 years running. DIRECTV Latin America, through its subsidiaries and affiliated companies in Brazil, Mexico, Argentina, Venezuela, Colombia, and other Latin American countries, leads the pay-TV category in technology, programming and service, delivering an unrivaled digital television experience to 12 million customers. DIRECTV sports and entertainment properties include three Regional Sports Networks (Northwest, Rocky Mountain and Pittsburgh) as well as a 60 percent interest in Game Show Network. For the most up-to-date information on DIRECTV, please visit www.directv.com.

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