



DIRECTV HD DVR 'Checks In' to Hotels Nationwide

Pause, Rewind and Record Live TV Shows from More Than 100 HD Channels with DIRECTV's DVR — Now Available as Part of the DIRECTV Residential Experience for Hotels

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Pausing, rewinding or recording live TV programming 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 in Chicago.

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 hotel 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 or the phone rings.

The DVR feature is part of the second phase of DIRECTV's initiative to completely transform the TV viewing experience in hotels, turning guest rooms into living rooms with a full residential channel line-up of over 100 HD channels controlled with an anti-microbial remote and easy-to-use interactive programming guide.

In addition to DVR functionality, the DIRECTV Residential Experience for Hotels will now also support local content insertion - hotels can customize the in-room television experience with the ability to insert up to 50 of their own content channels seamlessly integrated into the channel guide; and an enhanced HD programming guide — the same one guests see at home - that is faster, smarter, easier-to-use and can also be co-branded with the hotel.

"DIRECTV's Residential Experience for Hotels provides the best and most convenient entertainment for business travelers and hotel guests today," said Oswin Eleonora, senior vice president, Emerging Markets. "Offering DVR functionality in rooms is just one more way hotels can provide their guests with a true 'home away from home' experience while they travel, which in turn will create a more loyal customer base that will help to increase revenue for lodging institutions across the country."

The DIRECTV Residential Experience for Hotels is currently in 110 properties across the country. The service delivers programming to compact, easily hidden set-top boxes in each hotel room so that guests can enjoy the same great DIRECTV experience they get at home.

"Our guests tell us that they want a TV experience similar to or better than what they have at home," said Josh Weiss, vice president, brand and guest technology, Hilton Worldwide. "As we couple the DIRECTV Residential Experience, which includes more than 100 HD channels and a user-friendly programming guide, with HDTVs now deployed across our portfolio, we continue to build an in-room experience that delights our guests."

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, and if a property is already wired for video distribution, installation is that much easier. For more information on DIRECTV for hotels of other businesses, please 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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