



## **DIRECTV Showcases Newly Branded MDU IP Technology at NMHC Apartment And Technology Conference**

### ***DIRECTV IPAdvantage(TM) Offers Unique, Cost-effective Multi-Family Housing Triple-Play Distribution System***

PHOENIX, Nov 10, 2009 (BUSINESS WIRE) -- DIRECTV will market its innovative satellite-based IP technology platform for the MDU market under a new name - DIRECTV IPAdvantage(TM) -- to highlight the value this unique, single-dish distribution technology offers to property owners who want a cost-effective way to provide their residents with the best entertainment experience. The new brand was unveiled today at the NMHC Apartment and Technology Conference & Exposition in Phoenix. More information is available at DIRECTV's booth #308.

DIRECTV IPAdvantage(TM), formerly known as MFH3 (Multi-Family Housing version 3), enables the delivery of all DIRECTV<sup>(R)</sup> programming and services using existing in-building wiring - CAT3 or CAT5 - by converting DIRECTV signals into IP video packets to IP-enabled DIRECTV receivers. The system, not to be confused with IPTV, uses the technology as a simple distribution platform to deliver, over a single home-run wire, satellite TV and other services from a private "on-property" head-end to each customer dwelling.

A single dish antenna can serve more than 1,000 receivers in each building, providing a more cost-effective installation for large properties and enabling "injection" of local content, such as on-site amenity and security video feeds into the system.

In addition to supporting both DIRECTV standard and HD DVR receivers, the IP distribution platform will also support voice, internet and interactive services over a single connection, enabling the delivery of IP based triple-play bundles including Fiber to the Home.

"We believe the new brand, DIRECTV IPAdvantage(TM), enables MDU property owners to immediately grasp the unique and innovative nature of this technology and its ability to transform an apartment or condo complex into a high-tech hub for satellite TV entertainment, internet and VoIP services," said Mike Olson, vice president, MDU Sales for DIRECTV. "This technology is really a game-changer for property owners who want to remove dishes from balconies and compete for new business in a tight economy by offering residents the full breadth of DIRECTV services, including HD, DVR and international services, as well as a triple play bundle with voice and very high speed broadband internet services."

Among the other advantages of the IPAdvantage(TM) platform, the entire system can be monitored remotely over a secure VPN connection and property owners have the ability to view the current state of the system from anywhere via the Internet.

The IPAdvantage(TM), platform has been installed in numerous properties including Mill Creek in Bluffton, S.C., Bridgemore Village in Nashville, Tenn and City Center in Las Vegas, NV.

### **About DIRECTV**

DIRECTV, Inc. (NASDAQ:[DTV](#)), the nation's No. 1 satellite television service, presents the finest television experience available to more than 18.4 million customers in the United States and is leading the HD revolution with more than 130 HD channels - more quality HD channels than any other television provider. Each day, DIRECTV subscribers enjoy access to over 265 channels of 100% digital picture and sound, exclusive programming, industry-leading customer satisfaction (which has surpassed all national cable companies for nine years running) and superior technologies that include advanced DVR and HD-DVR services and the most state-of-the-art interactive sports packages available anywhere. For the most up-to-date information on DIRECTV, please visit [directv.com](#).

SOURCE: DIRECTV, Inc.

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