

Transforming the Guest Entertainment Experience with the Advanced Entertainment Platform

ItsAllAboutSatellites.com
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What is the Advanced Entertainment Platform (AEP) °?

AEP sets a new industry standard

- Best of linear live TV
- Free-to-guest access to thousands of programs streamed on demand
- Free-to-guest premium content
- Easily-customizable experience



°ADVANCED ENTERTAINMENT PLATFORM (AEP) Professional install. req'd. Req's one receiver per TV, each sold separately. Add'l monthly fee per room applies. Each TV must have available HDMI port. Req'd programming: DIRECTV ENTERTAINMENT Package or above. 4K programming w/ AEP req's compatible TV and DIRECTV ENTERTAINMENT, XTRA or ULTIMATE Programming Packages. Req's broadband internet access w/ recommended speed of 25 Mbps per 100 receivers. Internet access not included. Compatibility: COM2000 w/ COM51 card or COM3000. Other system limits and requirements may apply.

Enhanced Content Offerings

Free-to-guest solution provides a variety of viewing options

Live programming from popular networks



Hit shows, news and
entertainment channels



Local channels
(if available in your market)



Satellite delivered with no
broadband consumption

Enhanced Content Offerings

Free-to-guest solution provides a variety of viewing options

App-based on demand content



Premium programming from the SHOWTIME® App and family-friendly content from the Hallmark Channel App



Provide more value to your guests and property as new programming apps are added



Stay current with cloud-based content delivery and system updates

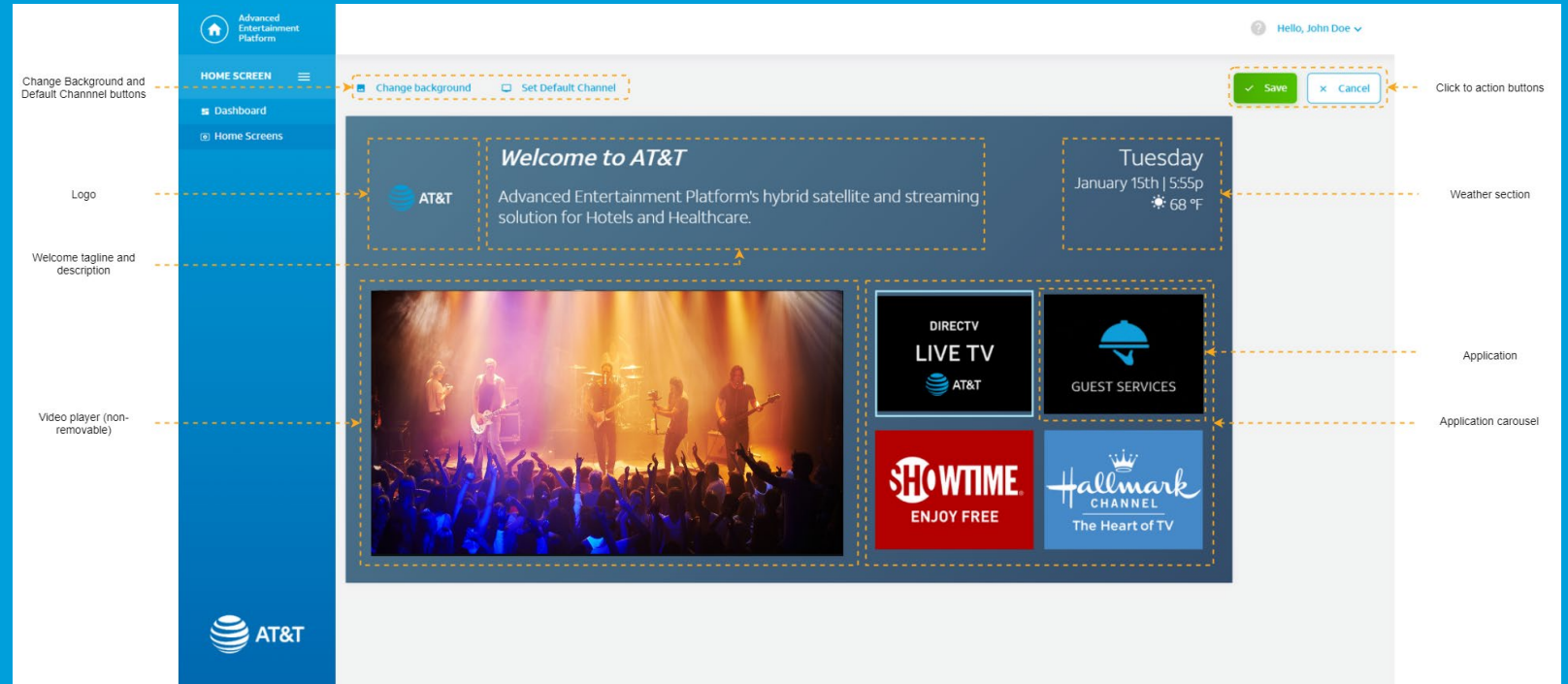


No personal credentials required of the guest for viewing app-based content

Promote Your Brand with a Customized Experience

The Home Screen can be easily customized to promote your brand

- Insert your logo, add a background color or upload an image of your hotel for a custom look
- Customize a welcome message for guests and promote on-site events
- Option to welcome guests with a preset video or selectable default channel
- Customize an easily selectable icon menu
- Optional current local weather display



Promote Your Brand with a Customized Experience

Dealer support

- DIRECTV HOSPITALITY Authorized Dealer does all the Home Screen customization through the cloud
- Remote monitoring is available through the cloud
- All system updates are managed through the cloud for ultimate convenience



Meeting and Exceeding Guest Expectations

Deliver a rich, intuitive guest experience

- Simple, interactive Home Screen allows guests to easily select programming or service -related apps
- Custom, antimicrobial remote control features a sleek, compact design with user -friendly controls
- Programming features include closed captioning and parental controls
- Optional equipment available that gives guests the option to seamlessly stream content from their personal devices to their in-room television with the DIRECTV Streaming Solution*



***PREMIUM STREAMING SOLUTION** Subscriptions may be required to access certain content. Streaming is provided through STAYCAST™ a product of SONIFI Solutions, Inc. Use of STAYCAST requires purchase and installation of additional equipment. Additional monthly fee applies (\$2.00 per room/per month). STAYCAST is a registered trademark of SONIFI Solutions, Inc. Google Chromecast is a trademark of Google Inc.

Built for the Hospitality Industry

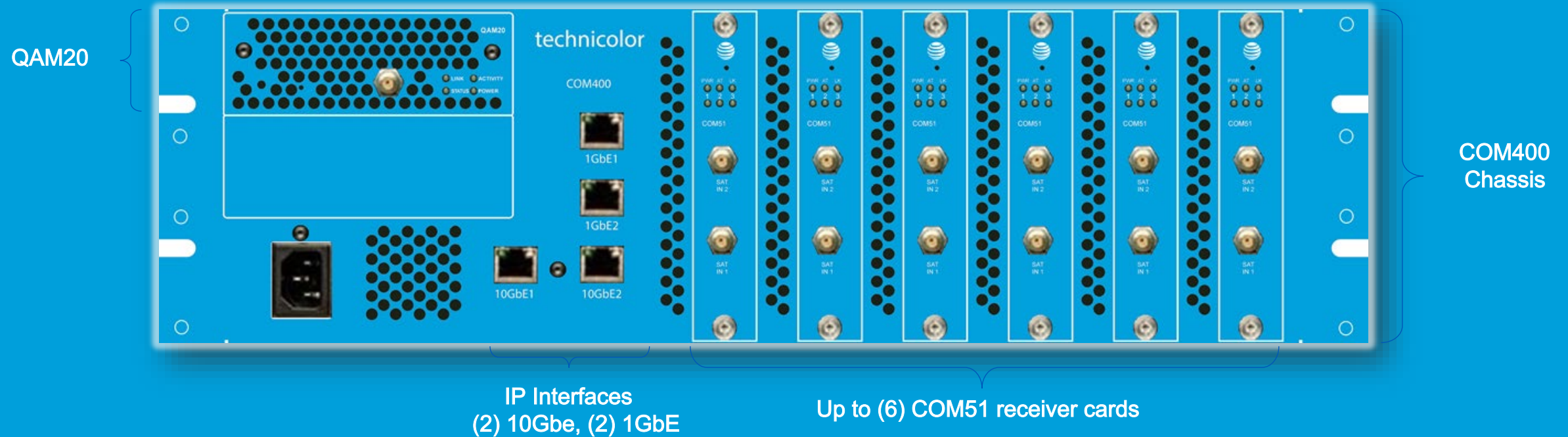
Simple and flexible to meet the demands of the Hospitality industry

- Solution set top box terminates industry standard Pro:Idiom Mobile content protection
- Set top box can be easily hidden by mounting it behind the in -room television or placing it behind furniture
- No PMS integration required
- Set-top boxes reset every day to remove any guest viewing or authentication history
- Custom infrared (IR) remote is antimicrobial and easily wipeable
- Custom IR remote requires no pairing with set -top boxes
- Supports HD and 4K^ HDR content

^Limited programming available. Professional install. req'd. To watch in 4K HDR req's 4K HDR compatible equipment and 4K account authorization. If 4K TV does not support HDR, content will be viewable in standard 4K. Req'd programming: SELECT, ENTERTAINMENT, XTRA or ULTIMATE. Other system limits and requirements may apply.

Bringing the Experience to Your Hotel via the HD COM System

The HD COM System, DIRECTV's HD and 4K^ HDR satellite headend live TV video solution, is the foundation of the Advanced Entertainment Platform.



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HD COM System Overview

The HD COM System offers a variety of features and benefits

MORE CHANNELS IN LESS SPACE

- The most channels packed into the smallest equipment footprint in the industry*
- Up to 23 HD or SD channels per receiver card
- Up to 138 HD channels in 3 RUs (5.25"), 276 HD channels in 6 RUs (10.5")
- Easy to expand platform that can support hundreds of channels

FEATURE RICH

- Supports 4K HDR, HD and SD satellite broadcast channels
- QAM and IP video distribution
- Local management through integrated web interface
- Remotely manageable
- Local and over-the-air content insertion

ENERGY EFFICIENT AND COMMERCIAL GRADE

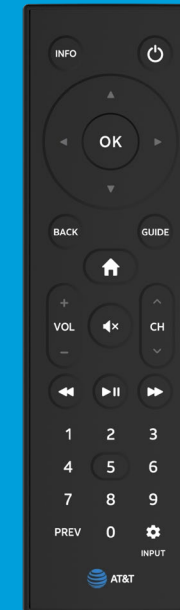
- Eco-friendly, energy -efficient design
- Fully loaded COM3000 requires less than 300 watts of power consumption - the lowest power consumption per channel in the industry*
- FCC-compliant

*U.S. domestic satellite TV industry

Delivering the Advanced Entertainment Platform Experience

The Advanced Entertainment Platform adds an in-room set-top box, antimicrobial custom remote and cloud services to HD COM Systems.

- Works with COM3000 or COM2000 with the addition of a COM51 card
- Set-top boxes are 8.5" W x 5.5 D" x 1.3" H
- Must be Internet connected via Ethernet or Wi-Fi
- For set top boxes connected via Wi-Fi, one Wi-Fi access point is recommended per three rooms
- Custom antimicrobial IR remote control designed for Hospitality
- The Advanced Entertainment Platform requires 25 Mbps per 100 rooms WAN broadband service to the property
- Cloud-managed customizations
- Cloud-delivered updates



Setting the Industry Standard

The Advanced Entertainment Platform is AT&T's hybrid satellite/streaming entertainment solution designed for Hospitality that provides free **live and premium over-the-top** on demand content.

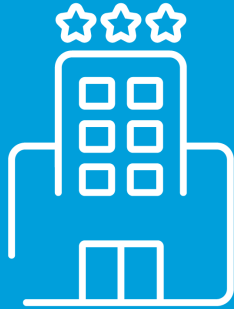
- Successfully operating in hotels nationwide since 2019
- The Advanced Entertainment Platform fee is \$2.00 per room per month which includes programming apps, plus premium programming from the SHOWTIME® App
- Hallmark and future programming apps enhance the experience with additional content

Industry Leader

DIRECTV for BUSINESSSM can surpass any local cable provider



Compatible with
existing
infrastructure



Custom solutions for
the best guest room
entertainment
experience



Supports the next
generation of
content delivery



Nationwide
availability



Hassle-free
installation

Return on Investment

DIRECTV HOSPITALITY is designed to positively impact your bottom line and drive repeat guest stays



Appendix

Property Investment

Call Barry from Its All About Satellites
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AT&T Business