

# Motel 6 Selects DISH's smartbox™ to Deliver In-Room Entertainment to 500+ Properties

*Solution will deliver energy savings equivalent to more than 50 million pounds of CO2 emissions*

*DISH service will reach all corporately owned and operated motels*

*World Cinema to provide ongoing customer service*

*DISH's smartbox brings scalability, space reduction and remote manageability*

ENGLEWOOD, Colo.--([BUSINESS WIRE](#))-- Motel 6, one of the nation's largest motel chains, World Cinema, an industry leader in delivering satellite TV to hotels, and DISH Network L.L.C. have completed a multi-year agreement through which DISH and World Cinema will deliver HD satellite TV service and high speed internet access to the motel chain's more than 500 corporately owned and operated properties.

"Motel 6 understands the importance of technology that is scalable, economical and energy-efficient," said Robert Grosz, vice president of Commercial Sales for DISH.

"Based on Motel 6's preferences, we tailored a smartbox™ solution that features channel options and scrolling guide functionality that will enrich each guest's stay at the motel."

"Our goal is to deliver the best possible in-room experience, and the smartbox™ solution has provided that capability," said Tom Lusk, vice president of Procurement at Motel 6.

"After reviewing many competitive offers, we quickly determined we could get the same channels for less with DISH and World Cinema and pass that savings onto our guests. We will now be able to provide HD quality video to all guests while also lowering our environmental impact through lower energy consumption."

“Based on Motel 6’s preferences, we tailored a smartbox™ solution that features channel options and scrolling guide functionality that will enrich each guest’s stay at the motel.”

“World Cinema has grown with Motel 6 through three generations of in-room technology, and we pride ourselves on delivering cutting edge technology to the hotel industry,” said Chet Dickson, President of World Cinema. “Combining this tailored HD TV solution with our optimized internet service represents the future of in-room entertainment. Motel 6 guests will have the at-home experience at their fingertips.”

DISH’s **smartbox™** features the flexibility to support a custom combination of legacy analog and HD channels at the same property, while easily reconfigured to meet future expansion and technology needs. By enabling new feature downloads via satellite, **smartbox™** can support the latest upgrades without the need for new equipment. With a compact form factor, **smartbox™** takes up considerably less space and uses significantly less power than other solutions.

## About Motel 6

G6 Hospitality LLC owns, operates and franchises over 1,200 economy lodging locations under the iconic Motel 6 and the extended stay Studio 6 brands in the U.S. and Canada, and Hotel 6 and Estudio 6 brands in Latin America. Headquartered in Dallas (Carrollton), Texas, G6 Hospitality employs nearly 10,000 team members across the U.S. and Canada. For more information about G6 Hospitality LLC, please visit [www.g6mediacenter.com](http://www.g6mediacenter.com).

## About World Cinema

World Cinema offers the future of in-room entertainment today, combining the most reliable HD TV with intuitive and smart applications for your guests. Custom programming from the largest selection of DISH Network channels, **guest streaming content**, exceptional **voice connections**, and optimized **internet services** are available for every guest room. World Cinema has grown to over 600,000 rooms served with 40 years of continuous service to the hospitality industry. For additional information, visit [www.worldcinemainc.com](http://www.worldcinemainc.com).

## About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

Subscribe to DISH email alerts: <http://about.dish.com/alerts>

Follow @DISHNews on Twitter: <http://www.twitter.com/DISHNews>

Photos/Multimedia Gallery

Available: <http://www.businesswire.com/multimedia/home/20150422006181/en/>

## Contact:

DISH

Karen Modlin, 303-723-1850

214-773-2152 (mobile)

[Karen.Modlin@dish.com](mailto:Karen.Modlin@dish.com)

[@DISHNews](#)

---

Additional assets available online:

 [Photos \(2\)](#)