

DISH unveils integrator sales program at CEDIA; welcomes ELAN and URC as new integration partners

Custom Install Buyer Program provides dealers with exclusive access to VIP concierge team and DISH technicians

ELAN and URC join DISH's lineup of integration partners

AMX and Control4 enhance Hopper integration with development of two-way drivers

Sept 15, 2016--DISH today at CEDIA 2016 unveiled its new Custom Install Buyer Program, as well as a series of new and enhanced integrations with ELAN, URC, AMX and Control4. These initiatives provide additional support to custom installers and further integrate the Hopper DVR into leading home automation systems.

"When it comes to integrating sub-systems in a home, we understand that time is precious and reliability is key," said Frank DeFilippis, DISH national sales manager for custom integration. "Our new dealer program simplifies the account set-up process by utilizing a cash-and-carry business model and providing access to a white-glove service unmatched by any other pay-TV provider in the business."

DISH's Custom Install Buyer Program gives integrators the ability to purchase equipment, includes a dedicated dealer support hotline managed by a VIP concierge team and provides access to skilled technicians for site surveys and complex installs. The program is open to all dealers authorized to sell professionally installed control systems.

Additionally, see below for information on DISH's new and enhanced integration partnerships.

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Core Brands has integrated DISH into its ELAN control platform with the creation of a two-way driver that works seamlessly with Hopper and Joey clients. It features standard DISH controls, an integrated channel guide with program metadata, plus an advanced search function that works across channel and recorded content. The driver can be downloaded at no cost when released in ELAN v8.0 this fall.

URC expanded the versatility of Total Control smart whole-home automation with the development of a two-way module for DISH. This driver allows Total Control systems to access and control the Hopper, as well as accompanying Joey clients. It offers two-way user interface with standard control of DISH and feedback of channels' metadata. Authorized Total Control dealers can download the driver from the URC Control Room at no cost.

AMX upgraded its Hopper integration with the release of a new two-way driver that enables deeper integration between its control platform and DISH. AMX first released a Hopper IP module to its residential integrators in 2014, which offered seamless control of Hopper functionality but with the convenience of an integrated AMX user experience. The new driver enhances this module by providing two-way feedback. Users can now view, access, search and navigate the same program information previously delivered to their traditional display on their handheld AMX Modero Touch Panel or AMX app-driven mobile device.

Control4 has created a new version of its Hopper driver, which gives customers access to DISH's recorded

and Primetime Anytime content, as well as live programming, through the Control4 user experience. Customers can also access Netflix through their Hopper using a new one-button feature. Regardless of what content customers choose to watch, the "Now Playing" metadata will be displayed on the control panel, providing customers with real-time information about their system.

To learn more, visit the DISH booth (#3410) at CEDIA from Thursday, Sept. 15 through Saturday, Sept. 17.

DISH's Custom Install Buyer Program was created to provide custom installers with a premium pay-TV solution for their connected home clients. DISH works closely with control manufacturers – AMX, Control4, Crestron, ELAN, Key Digital, Logitech, Pro Control, RTI, Savant and URC – as well as backend services and infrastructure providers to ensure system design, installation, integration and post-sale support are user friendly for the custom community.

In 2013, DISH first opened its third-party Application Programming Interface (API) to allow partners to tie the Hopper® DVR platform into home control systems. Through this integration, customers can manage their video entertainment experience as well as environmental controls throughout the home – including lighting, temperature and security – using a single, easy to operate user interface. For more information, visit www.dish.com/cedia.

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.593 million pay-TV subscribers, as of June 30, 2016, with the highest-quality programming and technology with the most choices at the best value. DISH offers 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 200 company. Visit www.dish.com.

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