

New Sling Adapter Device Available Now!

November 18, 2010

We are thrilled to introduce the latest addition to our TV Everywhere™ line of products – the Sling Adapter! With the affordable and easy-to-use Sling Adapter and a broadband Internet connection, DISH Network® customers can **view SD and HD content from their ViP® 722 or ViP 722k receiver on their computer or compatible mobile device, anytime and anywhere!**



Customers can use their Sling Adapter to watch local news from back home while on the road, catch up on DVR content while waiting at the airport, even watch programming in places in their home they couldn't before because a receiver is not installed in the room.

The Sling Adapter is now available to purchase through Echosphere and Authorized Distributors. Please continue reading for more details on pricing, availability and installation considerations.

Sling Adapter Features

- **Give Sling® Functionality to a ViP 722 or ViP 722k Receiver** – Enjoy TV Everywhere on a broadband Internet-connected computer or compatible mobile device. Watch one program at home using the TV1 tuner, while someone else views a program remotely using the TV2 tuner (during remote viewing using the Sling Adapter, a screen saver will appear on TV2).
- **Two Ways to Watch Live TV or DVR Content**
 - **Watch Online on a Computer** – Access content using the Sling Adapter through their online customer account at www.dish.com.
 - **Watch on a Mobile Device** – Download the *free* DISH Remote Access app for the iPhone® and iPod touch®, Blackberry® and Android™ mobile devices, and iPad™. (Note: At this time, the iPad app offers DVR scheduling and management functionality only; viewing live TV or DVR content is not available with this app.).
 - Please note that customers must log into DISH Remote Access at least once from a computer *before* logging in through the mobile application.
 - For more information about the DISH Remote Access apps, please visit www.dish.com/tveverywhere.
- **Sleek and Small** – Because it's only about 8" x 4" x 1/2" in size, it can easily sit on top of the customer's DISH receiver.
- **"Plug-and-Play" Installation** – Simply connect the Sling Adapter to the receiver with the built-in USB cable.

Pricing and Availability

The Sling Adapter is now available for purchase from Authorized Hardware Providers. Both new and existing residential and commercial customers may purchase and install the Sling Adapter.

- **Not Available for Selection in R*Connect** – The Sling Adapter is available to purchase as an accessory. It is not available for selection in R*Connect.

Sling Adapter – Now Available!	
Part #	179081
Pricing	
MSRP	\$99.00
Retailer Price	\$80.00

Other Important Information

- **Broadband Internet Connection Required** – To install a Sling Adapter on their compatible receiver, customers must have a high-speed/broadband Internet connection on their home network.
 - **Network Bandwidth Recommendations**
 - HD viewing: 3 Mbps or higher
 - SD viewing: 600 Kbps or higher
 - Mobile viewing: 150 Kbps or higher
 - **Connectivity Test Tool** – To ensure their broadband Internet connection meets the minimum bandwidth recommendations for using the Sling Adapter, customers may visit <http://dishconnectivity.sling.com/>. This tool will test the speed of the customer's home broadband connection and the connectivity of their router.
- **Software Requirements for Online Viewing** – The following operating systems and Internet browsers are recommended for optimal online viewing on a computer:
 - **PC Requirements**
 - Operating System – Microsoft Windows XP; Windows Vista; or Windows 7 (with latest updates)
 - Internet Browser – Internet Explorer 7 or higher; or Firefox Version 3 or higher
 - **Mac Requirements**
 - Operating System – Mac OS 10.5.7 (Leopard) or later
 - Internet Browser – Safari Version 3 or higher; or Firefox Version 3 or higher
- **Online Customer Account Required** – To access live TV and DVR content from their Sling Adapter on a computer or mobile device, customers must have an active customer online account. If they do not have one, eligible customers can create one by visiting www.dish.com and clicking on the "My Account" link in the top right-hand corner of the homepage.
- **Not Compatible with ViP 622 DVR Receivers** – Please note that the Sling Adapter is *not* compatible with model ViP 622 DVR receivers. The Sling Adapter is *only* compatible with model ViP 722 and ViP 722k receivers.
- **Training and Information** – For more information about the Sling Adapter, you can refer to the following resources that are available on DISH Portal:
 - **QGuide: Sling Adapter** (also available in the Q3 2010 QGuide) – *Available Now*
 - **Right-Fitting New Technologies Web-Based Training** – *Coming Soon*
 - **DISH Network Core Training (Equipment Section)** – *Coming Soon*
 - **Q3 2010 Sales Guide** – *Available Now*
- **Marketing Materials** – Marketing materials to support the Sling Adapter and TV Everywhere are now available on DishMarketingSolutions. **Print ads** are available under Creative Catalog > Tag Your Ad > Print Ads > TV Everywhere; **graphics** are available under Creative Catalog > Graphic Library > Elements/Graphics > Graphics > Equipment, and **marketing guidelines and statements** are available under Creative Catalog > Resource Library > Guidelines > TV Everywhere.

Thanks for supporting DISH Network!

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