

New Over-the-Air (OTA) Equipment Options

Jan. 16, 2017

As we emphasized at last year's Team Summit – being the expert at solving our customer's needs has always been and will continue to be our focus. Over-the-air antenna technology is the best it's ever been. Combine that with rising local network programming costs and an OTA solution might be the best bet for how your customers receive over-the-air programming – no matter which type of pay-TV solution the customer elects. As we announced last week in the [Retailer News – AirTV™ introduces the AirTV Player](#), an OTA solution coupled with the AirTV Adapter enables locals to be integrated into the SlingTV™ guide on the AirTV Player. This provides opportunities for Retailers to sell and install additional products to meet our customers' needs.




On January 24, 2017, DISH is ready to bring you even more equipment options.

Since our Retailers are the experts in their communities, there are many reasons why you are ahead of the game when it comes to selling and installing OTA antennas:

- You know your geographical regions best when it comes to over-the-air signal strength.
- You already sell and install over-the-air antennas (50% of Retailers currently carry/install OTA antennas).
- You have the correct receiver inventory for the job and know the specific receiver models you should use on an installation. This allows you to determine whether to use an OTA adapter or use the built-in OTA tuner, depending on the type of DISH receiver model(s) used for the installation.
- While in the customer's home, you can easily market OTA as an add-on sale to complement the satellite TV experience.

Subscribers who do not want to receive local programming from DISH will need to change to Flex Pack™, add additional Channel Packs as necessary, and purchase an OTA antenna to receive locals at no additional cost.

Product Information

Equipment	Features	Part number	Retailer Cost	MSRP
Dual-tuner USB adapter 	<ul style="list-style-type: none"> • For use with Hopper® family and Wally™ receivers. • Incorporates local programming directly in to the DISH Electronic Programming Guide. • Dual-tuner functionality expected in May 2017. 	Part no. 212553	\$46	\$59.99
Indoor Antenna – Winegard® Flatwave Amped 	<ul style="list-style-type: none"> • Receives more free HD channels than other antennas. • Capable of receiving both VHF and UHF signals up to 50 miles away. • Embedded amplifier with clear circuit technology to provide the absolute best signal quality. 	Part no. DN007589	\$30	\$60
Outdoor Antenna – Televes® DigiNova 	<ul style="list-style-type: none"> • Can pick up OTA HDTV signals of programs within a 50- to 60-mile radius. • Split the signal between two TVs in the same home without the need for an additional splitter. • Automatically adjusts output and amplification level for optimal gain. • Automatically rejects 4G and LTE signals for the best home-viewing experience possible. 	Part no. DN000336	\$70	\$99.99

Thank you for supporting DISH!

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