



**WATCH
YOUR TV
ANYWHERE**



slingbox®

It's All About Content

**Consumers want to access their favorite content anywhere.
And they don't want to pay for it more than once.**



Around the house



Around the world



On all their screens

About Sling Media

- ✓ **2004:** Founded by two brothers who were Baseball Fans wanting to watch when traveling
- ✓ **2005:** The first Slingbox was released
- ✓ **2007:** Sling Media wins a Technical Emmy Award for the Slingbox
- ✓ **2007:** EchoStar acquires Sling Media
- ✓ **2009:** Released 4th gen hardware, Slingbox PRO-HD & SlingPlayer software for iPhone
- ✓ **2010:** Sling Media introduces SlingPlayer for Android, iPad & Windows smartphones
- ✓ **2012:** The 5th gen Slingbox 350 & 500 were released
- ✓ **2013:** DISH Network announces and begins shipping integrated “Hopper with Sling DVR”
- ✓ **2013:** Arris (Motorola STB) and Sling enter OEM deal for Cable & Telco PayTV worldwide
- ✓ **2014:** The 6th gen Slingbox M1 is released
- ✓ **Today:** +300 employees, sold in 22+ countries, in 5,000+ stores, with 50+ industry awards



Slingbox

- **Slingbox is the only way you can watch all your TV content anywhere**
 - ▶ Slingbox is the only product on the market that allows you to watch all your live and recorded content wherever you are, any time, on the most popular mobile and connected devices.
- **Slingbox lets you turn your tablet, PC or smartphone into a TV**
 - ▶ Slingbox enhances the entertainment value of your tablet, smartphone and other mobile devices through a wide range of SlingPlayer applications.
- **Slingbox delivers all the content you're already paying for to your favorite devices without any additional subscription fees**
 - ▶ For a one-time expense (plus the cost of apps), Slingbox allows you to access all your content from your service provider without an additional subscription fee.
- **Slingbox is the 'TV Anywhere' solution for *anyone* who can't be in front of their TV to watch their favorite programming**
 - ▶ The new Slingbox model features simple set-up, expanded functionality and/or the affordability to extend placeshifting to a wider range of users, from technophiles to soccer moms.

Slingbox (cont.)

- Slingbox is driving video on the second screen.
- Slingbox puts video on second screen inside and outside the home to make it your first screen.
- Slingbox empowers customers who watch live or don't watch at all.
- Slingbox is driving the next generation of television.
- The Slingbox is the ultimate product for delivering a video entertainment experience across all displays inside and outside of the home.

Slingbox M1 (retail device) - Summary

- Slingbox M1
 - Integrated WiFi in most advanced Slingbox ever created
 - Re-introducing PC/Mac desktop “app” software
 - Easily configure Slingbox using iPhone/iPad/Android phone apps
- Slingplayer for Streamers update
 - iPhone/iPad
 - Full hand-off to Apple TV, Chromecast and Roku
 - Android phone/tablet
 - Full hand-off to Chromecast and Roku
 - Slingplayer for Amazon Fire TV/Fire TV Stick

Slingbox M1 Form Factor: Ports Overview

FRONT VIEW



REAR VIEW



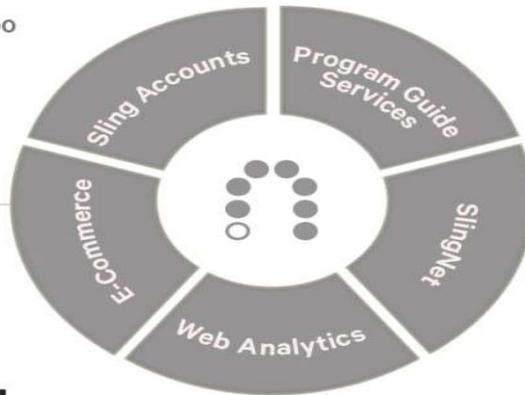
Sling Business Development

Develop a broad ecosystem of partners, expanding the Sling experience...

Consumer offerings



Service Provider offerings



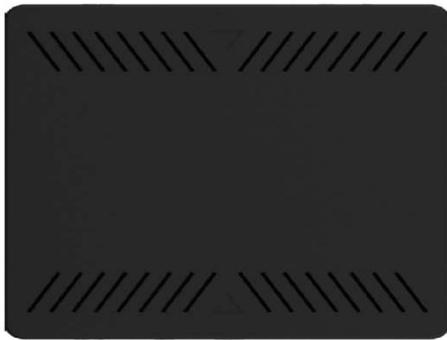
SlingPlayers



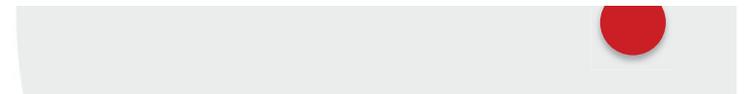
ARRIS – Sling Use Case



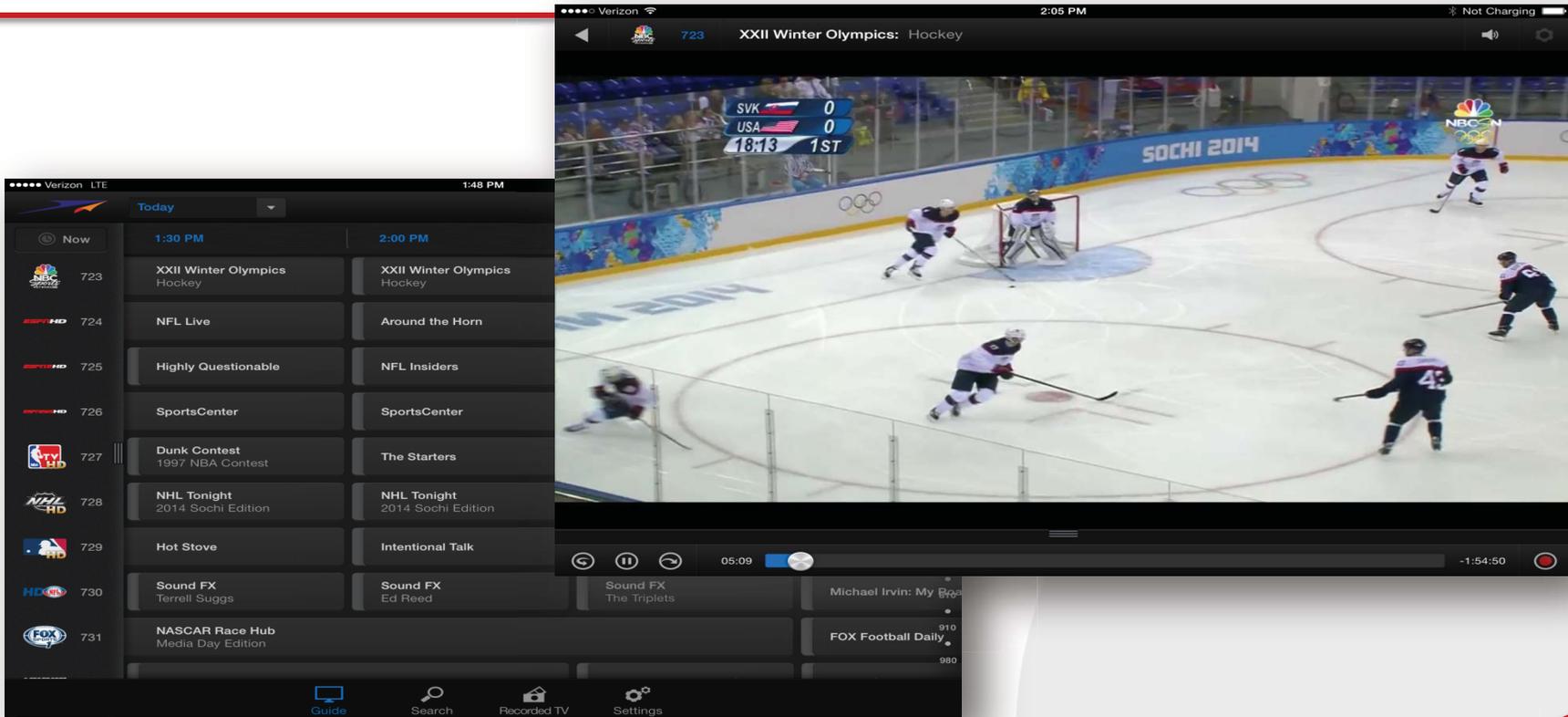
ARRIS MS4000 Media Streamer



SlingDOX™



ARRIS Moxi App With Sling SDK



slingbox®



SlingPlayer SDK Is Everywhere



Web



Windows



Mac



Facebook



Custom

Tablets



iPad



Android Tablet



Kindle Fire



Windows 8 Tablet

Phones



iPhone



Android



Windows

Connected Devices



Roku



WD TV



Netgear NeoTV



Sony GTV



6/19/15

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Thank you



Confidential

6/19/15

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Virtual Joey information

John Card II, DISH

6/19/2015

Virtual Joey on PlayStation

The screenshot shows a web browser window displaying the Dish.com website. The browser's address bar shows the URL <http://www.dish.com/whole-home/>. The website header includes the Dish logo, navigation links for "Get DISH" and "Learn About DISH", and a special offer: "Get Special Offers: 1-866-553-2953".

The main content area features three promotional cards under the heading "TV on your terms". A sub-headline reads: "Whether you want TV in your bedroom, your playroom or even your basement, there's a Joey that's perfect for you."

- Wireless Joey:** The card is titled "View TV in hard-to-reach places". It shows a Wireless Joey device on a white surface in front of a large window with a view of palm trees. The text below reads: "If wiring is not easy or convenient — like a patio — you'll want to use a Wireless Joey."
- Super Joey:** The card is titled "More tuners. More recording." It shows a Super Joey device on a wooden surface in front of a television displaying a football game. The text below reads: "The Super Joey gives you two additional tuners, to watch and record more shows at the same time."
- Virtual Joey:** The card is titled "Play TV on your PlayStation". It shows a Virtual Joey device on a wooden surface in front of a television displaying the PlayStation interface. The text below reads: "Turn your PS3 or PS4 into a set-top box without any additional hardware by using a Virtual Joey."

The browser's status bar at the bottom right indicates a zoom level of 100%.

Virtual Joey App from dish.com

The screenshot shows a web browser window displaying the Virtual Joey App promotion. The browser's address bar shows the URL <http://www.dish.com/virtual-joey/>. The page features a blue header with the Dish logo and navigation links. The main content area has a dark blue background with a PlayStation console and controller. The text describes the Virtual Joey app and includes an 'Order Now' button. Below this, a 'How it works' section provides three numbered steps: 1. Download the DISH App from PlayStation®3 or PlayStation®4 System Store; 2. Watch live and recorded TV without additional equipment or set-top boxes; 3. Access all of your recordings and Hopper features such as PrimeTime Anytime, Auto-Hop and 2000 hours of recording space. A second 'Order Now' button is located at the end of the 'How it works' section. The browser's status bar at the bottom indicates a zoom level of 75%.

http://www.dish.com/virtual-joey/

File Edit View Favorites Tools Help

dish Get DISH Learn About DISH

Get Special Offers: 1-844-240-5492

Virtual Joey App.

The Virtual Joey allows you to enjoy the same great features of your Hopper but on your PlayStation®3 or PlayStation®4! Access your entire DVR, PrimeTime Anytime with Auto Hop and On Demand when you download the Virtual Joey app. Watch all of your programming with no additional wires or hardware today!

[Order Now](#)

or call 1-844-240-5492

How it works.

Follow these easy steps to get DISH on your PlayStation®3 or PlayStation®4 System today.

- 1** Download the DISH App from PlayStation®3 or PlayStation®4 System Store
- 2** Watch live and recorded TV without additional equipment or set-top boxes
- 3** Access all of your recordings and Hopper features such as PrimeTime Anytime, Auto-Hop and 2000 hours of recording space

[Order Now](#)

75%

Virtual Joey app from playstation.com

