

Business TV

Improve the overall effectiveness of your internal communication and training programs by delivering your message clearly and consistently to all your locations, at the same time.

Companies communicating with many dispersed locations are faced with expensive and often unreliable terrestrial options. Bringing your employees to a central place for training means dealing with additional travel costs and the loss of productivity that occurs while employees are away from their office, customers and families. Alternatively, sending resources to visit all your locations does not guarantee your message is delivered consistently, which ultimately causes a breakdown in communication. To overcome these issues, many companies rely on DISH Network Business Solutions' Business TV (BTV) to deliver their vital information.

Business TV provides your company with the ability to transmit your high-quality video broadcasts over satellite to all your locations or a targeted set. No matter how remote; we can reach your employees at home or in their office, even if they lack access to a broadband network. And we can do this at a fraction of the cost and time compared to other terrestrial distribution methods.

Transmission Options

BTV costs are calculated based on the frequency of transmission. Flexible transmission options include:

- **Full-time:** Broadcast on dedicated channels; available 24 hours a day, 7-days a week; unlimited access.
- **Fractional:** Reserve a specific block of time each day on a dedicated channel.
- **Occasional-use:** Request broadcast time on an as-needed basis or for a certain number of hours per month. Choose from available times and channels.

You also have the option to encrypt your content to guarantee only your viewers access your private information.

Advantages to Satellite-Delivered Business TV

Video Clarity: Video quality is better over satellite. Video delivered over Internet can be sluggish, distorted and is often limited to viewing in a small window. Satellite eliminates video buffering delays and can be viewed full screen.

Unlimited Bandwidth: You have the flexibility to communicate to an unlimited number of locations through high quality, live or pre-recorded video; simultaneously or on-demand without bandwidth constraints and file size limitations.

Business TV won't slow down your wide area network (WAN), your IT department or compromise the performance of other mission-critical WAN-based applications.

Reliability: Satellite infrastructure is more secure and easy to monitor. Internet communications are subject to greater risks of corruption and failure during transmission.

Price:

- **Transmission:** Business TV broadcasts become even more economical as your number of locations increases. The cost per site and viewer decreases as your network grows. The bandwidth cost is the same to distribute your corporate communications and training to five or five thousand locations.

- **Equipment:** DISH Network's advances in satellite technology mean Business TV broadcasts are more affordable than ever. Our low-cost receiver and antenna systems make BTV communications to the office or home very affordable.

Clearly a better way to communicate.



Business TV Results

Business TV is the visual tool critical to many corporations for cost effective communications. Executives, marketing staff, sales management and corporate trainers can instantly reach an entire organization, business partners or distributors with their message.

Here are a few examples of how our customers are currently using their Business TV network and achieving results:

Challenge: Competing services are threatening a company's market share; sales and marketing must quickly rollout a new product to gain market position.

BTV Solution: Sales and marketing directors schedule a live interactive broadcast to introduce the new product to the entire sales force and distributors across the country. Their product enters the market ahead of competition; they win more business and increase revenues.

Challenge: A company with employees in numerous remote locations is struggling with employee morale; they want to recognize key employees and communicate corporate-wide goals to support their mission. Because of budget limitations and the executive team's demanding schedule, travel to each location isn't possible.

BTV Solution: The CEO delivers corporate announcements including achievement awards, earnings and goals directly to employees with monthly BTV broadcasts. The visibility of the executive team creates unity and reinforces corporate culture increasing job satisfaction and employee retention.

Challenge: A company must deliver mandatory certification and continuing education to its employees based out of homes across the US.

BTV Solution: They broadcast the education programs over satellite Business TV to their employee homes and with DISH Digital Video Recorders (DVRs), employees are able to record the programs and take the courses at their convenience. The company also saves money on re-broadcasting programs for multiple time zones and varying work schedules.

Additional BTV Network Enhancements

Digital Video Recorders: Deploy DISH Digital Video Recorders at your sites to reduce the need to rebroadcast programs for viewing across time zones or to account for busy employee schedules. DISH DVRs make it easy for your employees to record training and corporate communications broadcasts and view them at their convenience.

Commercial Programming: Inform your company of breaking news and critical market information when you add Commercial Programming to your Business TV network. Choose from a variety of video and audio channels such as CNBC, Bloomberg, CNN and many more.

Deliver Business TV to Employee Homes: Because DISH Network Business Solutions utilizes the same satellite infrastructure that delivers programming to more than 11 million residential subscribers, Business TV broadcasts can easily reach their employees at home.

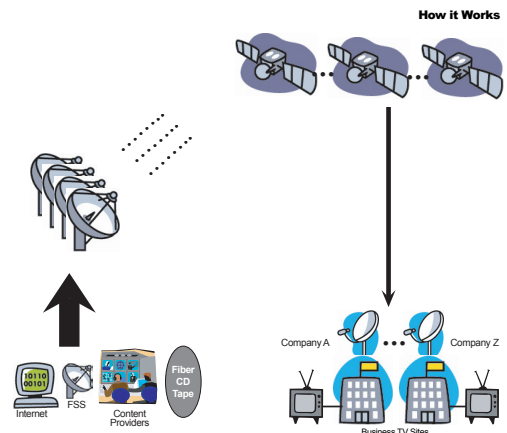
IP Streaming: Add IP streaming capabilities to deliver your broadcast to desktops.

Interactive Distance Learning: Add functionality to BTV training broadcasts when you integrate various interactive distance learning tools.

Getting Started

DISH Network Service has the experience and capability to ensure efficient deployment of your satellite network. With more than 6,800 employees working out of corporate-owned and operated offices across the country, we guarantee timely installation and ongoing support of your network.

For more information on Business TV, contact us today or visit us online.



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