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# TV Everywhere™

## Sling Media Product Demo

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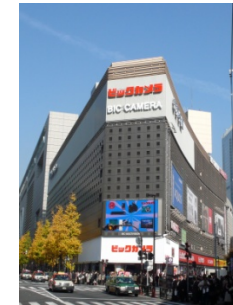


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ECHOSTAR Entertainment—Anytime. Anywhere.

# Sling Media Profile

- Company launched in 2004 introducing “placeshifting”
- Sling box is distributed in over 22 countries in 5000 locations and partners worldwide
- Expanded business model to providers
- +300 employees worldwide
- Widely recognized technology brand winning over 80 awards



# Sling = TV Everywhere



**Allows consumers to enjoy Live TV and control home DVR on connected Devices.**



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# Watch Your TV Everywhere and go Beyond the Box

[ advanced connected device solutions ]





Go to the game  
enjoy your local news..





..Go on Vacation  
Enjoy **your home team**





..Travel abroad and  
Enjoy **your programs**



# Sling Ecosystem

**Sling has developed a robust ecosystem enabling placeshifting on a wide range of platforms**



Slingbox PRO-HD



Slingbox SOLO



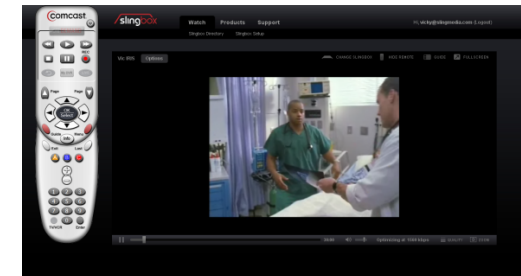
Slingbox 120  
(mobile)



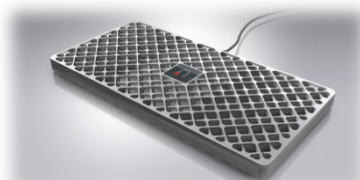
SlingLoaded API STB/  
DVR



Sling Cloud Services



PC, Mac and Web-based SlingPlayers



Slingbox 700U



Boxee box and Google TV  
Connected Devices



# Current Stand-Alone Slingbox Placeshifting Hardware

## Slingbox PRO-HD

- Retail price \$299



Slingbox PRO-HD

## Slingbox SOLO

- Retail price \$179



Slingbox SOLO

## SlingLink 1- and 4-port

- Retail price \$79 & \$149



SlingLink

## Slingbox120 -

- OEM Product -

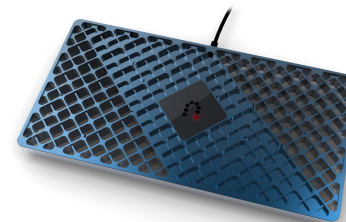


Slingbox 120

## Slingbox 700U – “Rose”




- OEM Product

Sling 700U



# Our Customers.. Love Sling



	Sports Fans	Travelers	In & Around the Home	Out-and-About	Second / Vacation Homes
	Sports fans	Frequent travelers	Value seekers	Techies	Snowbirds who migrate to a second home or those with vacation homes
	<ul style="list-style-type: none"> <li>• Access to time-sensitive information (sports, financial markets, news...)</li> <li>• Ability to watch – live, as it unfolds</li> </ul>	<ul style="list-style-type: none"> <li>• A connection to home</li> <li>• An escape or break in (travel) schedule</li> </ul>	<ul style="list-style-type: none"> <li>• More value from TV services they already pay for</li> <li>• TV in more places in / around home</li> <li>• No need for additional wiring (cost, aesthetics)</li> </ul>	<ul style="list-style-type: none"> <li>• Value access and content away from home</li> <li>• Value time-sensitive information (news, financials or sports)</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining a connection to your primary residence</li> <li>• Eliminating the need for additional TV services in temporary location</li> </ul>
	<i>"I use it to watch a second sporting event when more than one I am interested in are on at the same time."</i>	<i>"If I am traveling, I use it fairly often so as not to miss my favorite shows."</i>	<i>"I didn't have to run cable to the kitchen to allow my wife to see what she wanted there. It's like a second TV."</i>	<i>"I use it more and more... I use it at restaurants, parties, sporting events (to keep track of other sporting events)."</i>	<i>"I have a second house in Arizona; I use it to catch up on our news in the North West."</i>

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# Game Changers

*Powerful, ubiquitous, new devices provide the platform for Sling to extend the traditional TV experience*





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# Watch Your TV Anywhere



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# Watch Your TV Anywhere



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# Where to Buy ?





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# Thank You

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