



ENERGY STAR Partners Meeting

October 7, 2010

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Director, Standards & Regulatory

DIRECTV Highlights



- **#1 Direct Broadcast Satellite (DBS) service**

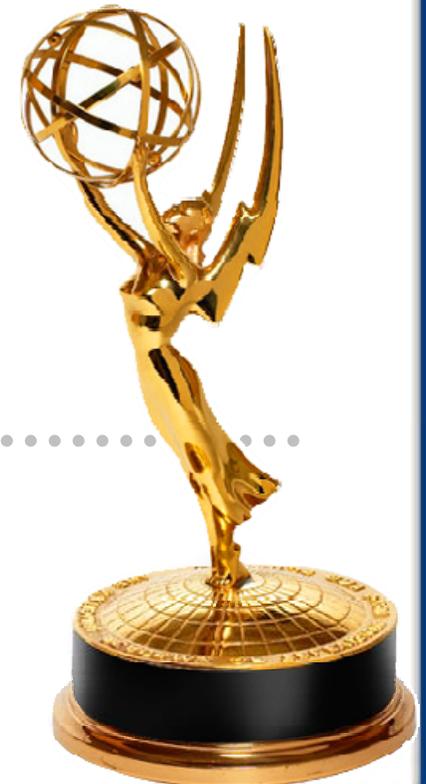
- \$21.6B annual revenue in 2009
 - 18.7M US customers with ~50M connected TVs
 - 7.6M total customers in Latin America
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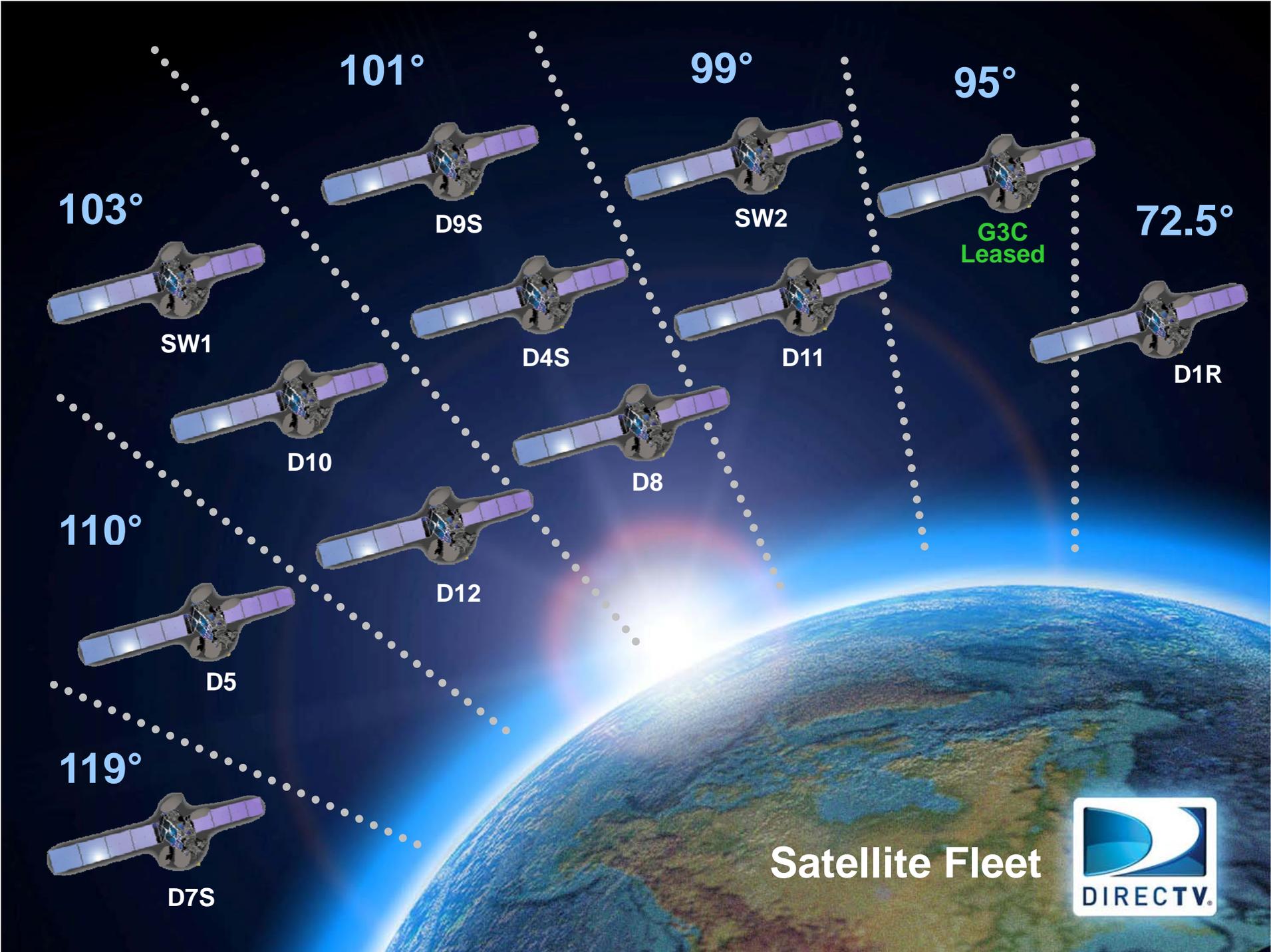
- **Digital Technology Leader**

- Over 160 national HDTV channels in MPEG-4
 - Video On Demand including 1080p Full-HD
 - DVR and Interactive services
 - Mobile streaming & DVR Scheduler
 - 3D TV distribution
-

- **Engineering Excellence**

- 8 technical EMMY awards
- Technical standards contributions





103°

SW1

101°

D9S

99°

SW2

95°

G3C
Leased

72.5°

D1R

D4S

D11

D10

D8

110°

D12

D5

119°

D7S

Satellite Fleet



DIRECTV and ENERGY STAR



- **All DIRECTV STBs are ENERGY STAR qualified: SD, DVR, HD and HD-DVR**

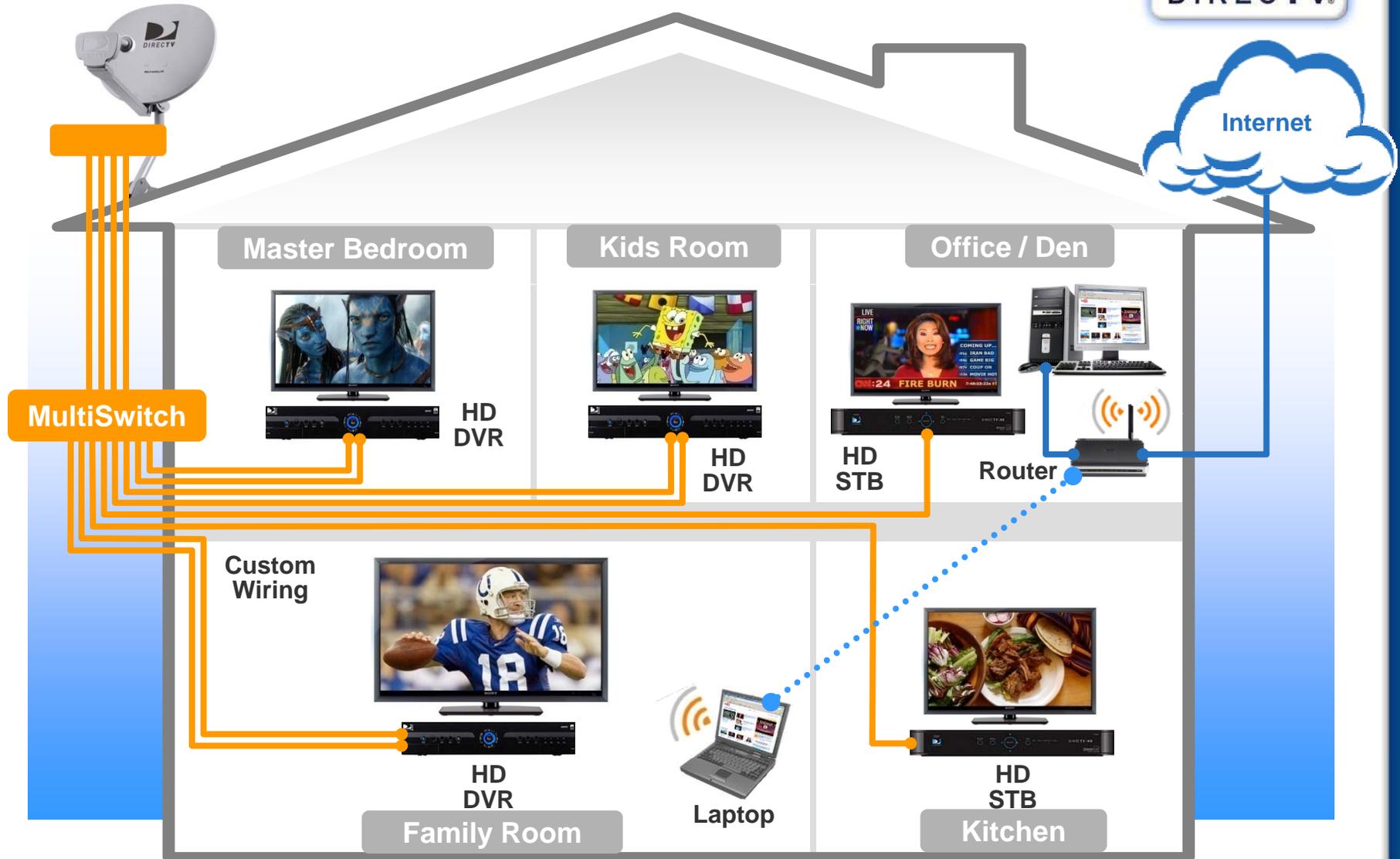
- By the end of 2010, will have manufactured and deployed more than 20 Million ENERGY STAR STBs



- **ENERGY STAR Partner Award 2010**

- Excellence in Consumer Electronics Labeling

Traditional DBS Deployment Model



Multimedia Home Networking (today)



Master Bedroom

Kids Room

Office / Den



HD DVR



HD DVR



HD STB

Existing Coax Cable



HD DVR

Family Room



Laptop

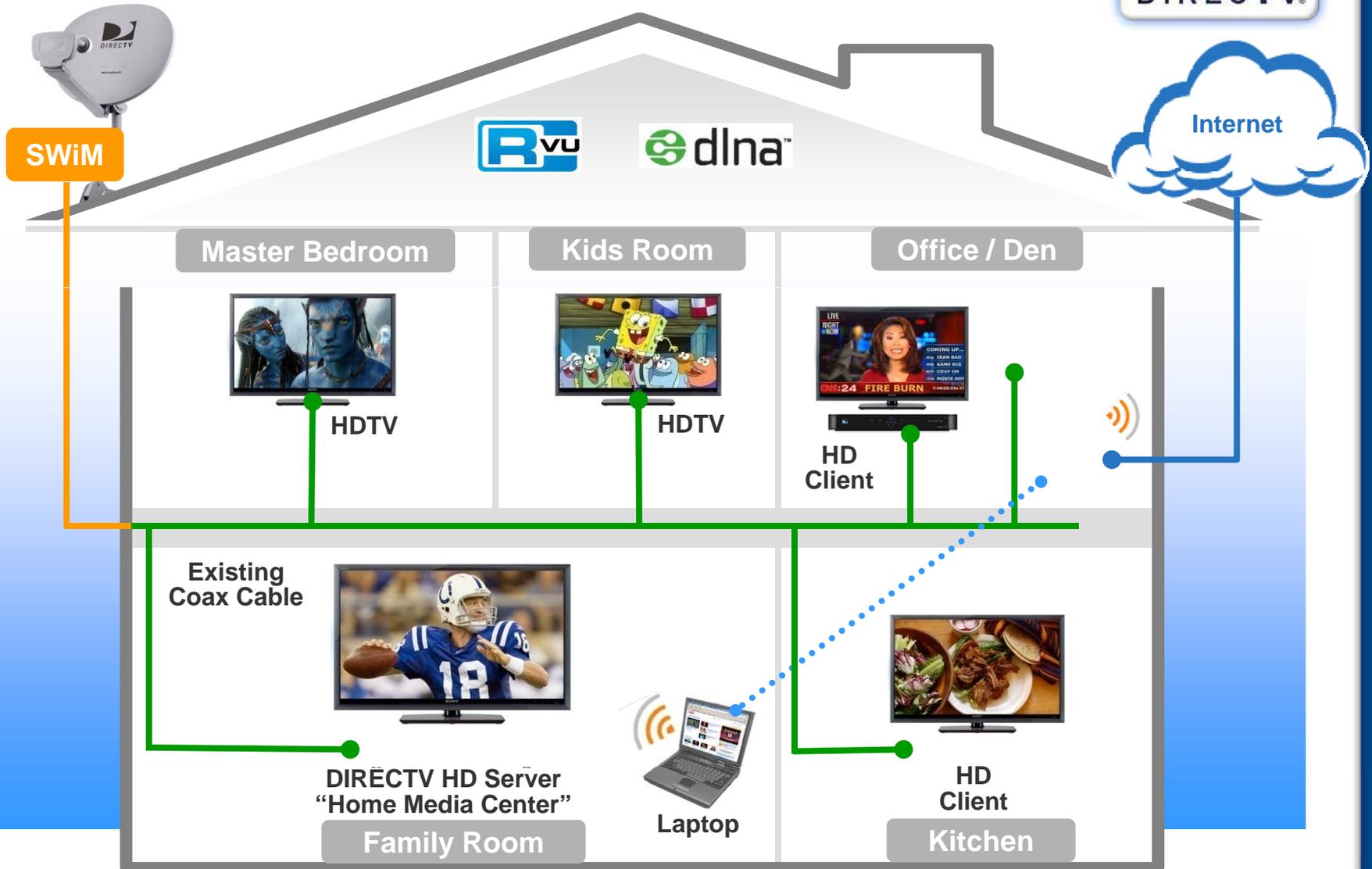


HD STB

Kitchen



Multimedia Home Networking (future)



DIRECTV Home Media Center 2010+



- **Client-Server architecture features RVU Remote User Interface**

- **High performance DIRECTV server with real thin client solutions**



- Standards based: UPnP, DLNA, DTCP-IP
- Client is lightweight, with no DIRECTV-specific technology
- Clients can integrate into consumer electronics such as TV displays, DVD players, etc.

- **RVU Bitmap RUI maintains server's exact look and feel**

- Returns remote control commands and client device status to the server



RVU Alliance Membership



● Founding Members



● Promoter Members



● Contributor Members

