



ENERGY STAR Partners Meeting

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DIRECTV Highlights



● #1 Direct Broadcast Satellite (DBS) service

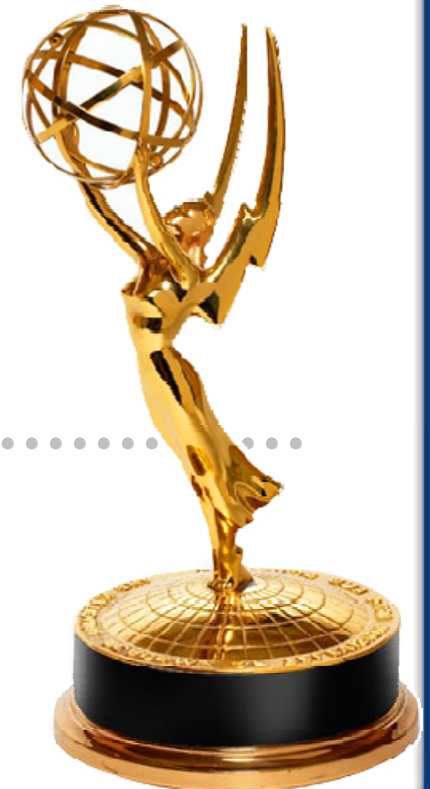
- \$21.6B annual revenue in 2009
 - 18.7M US customers with ~50M connected TVs
 - 7.6M total customers in Latin America
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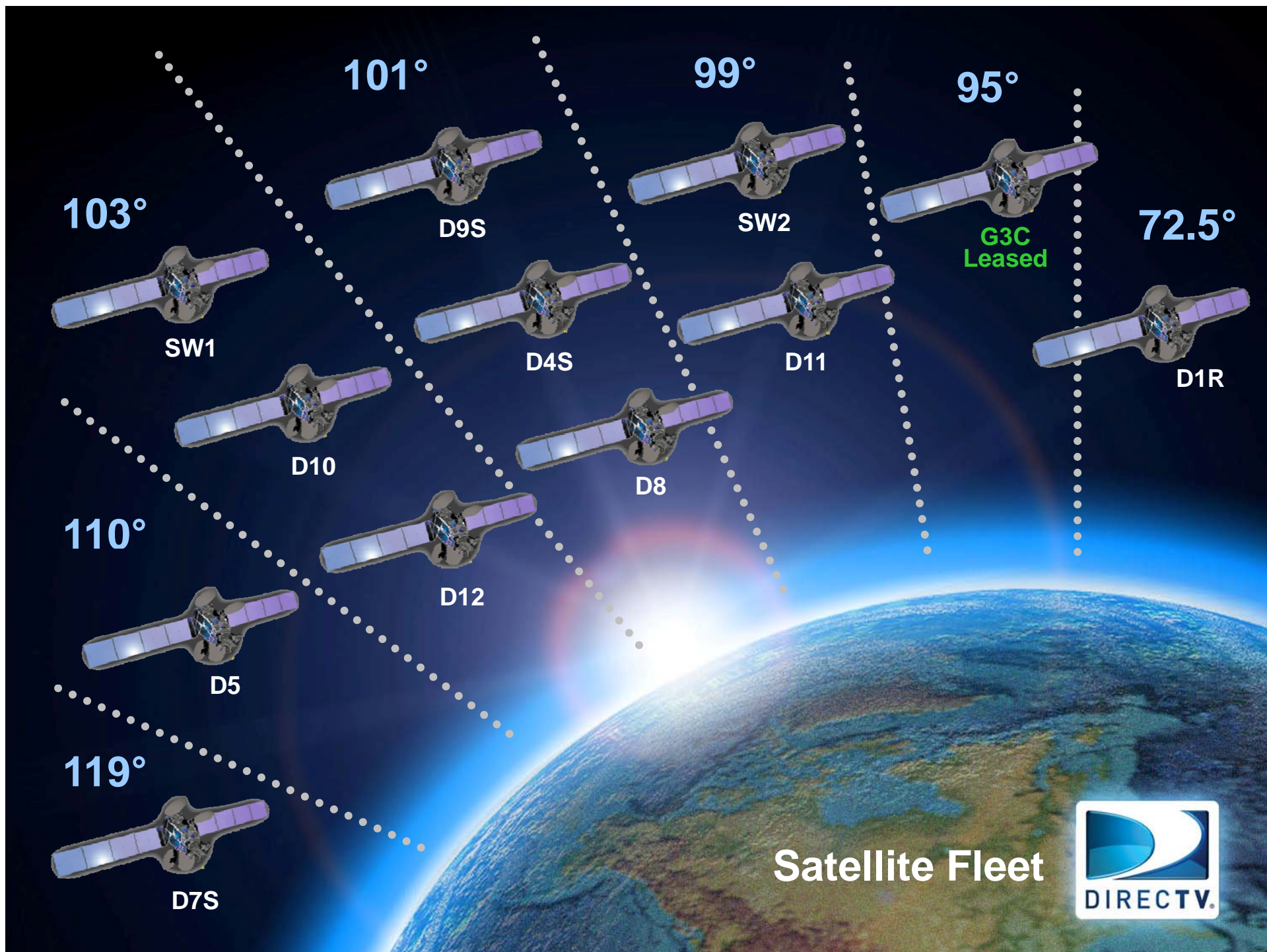
● Digital Technology Leader

- 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
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● Engineering Excellence

- 8 technical EMMY awards
- Technical standards contributions





DIRECTV and ENERGY STAR

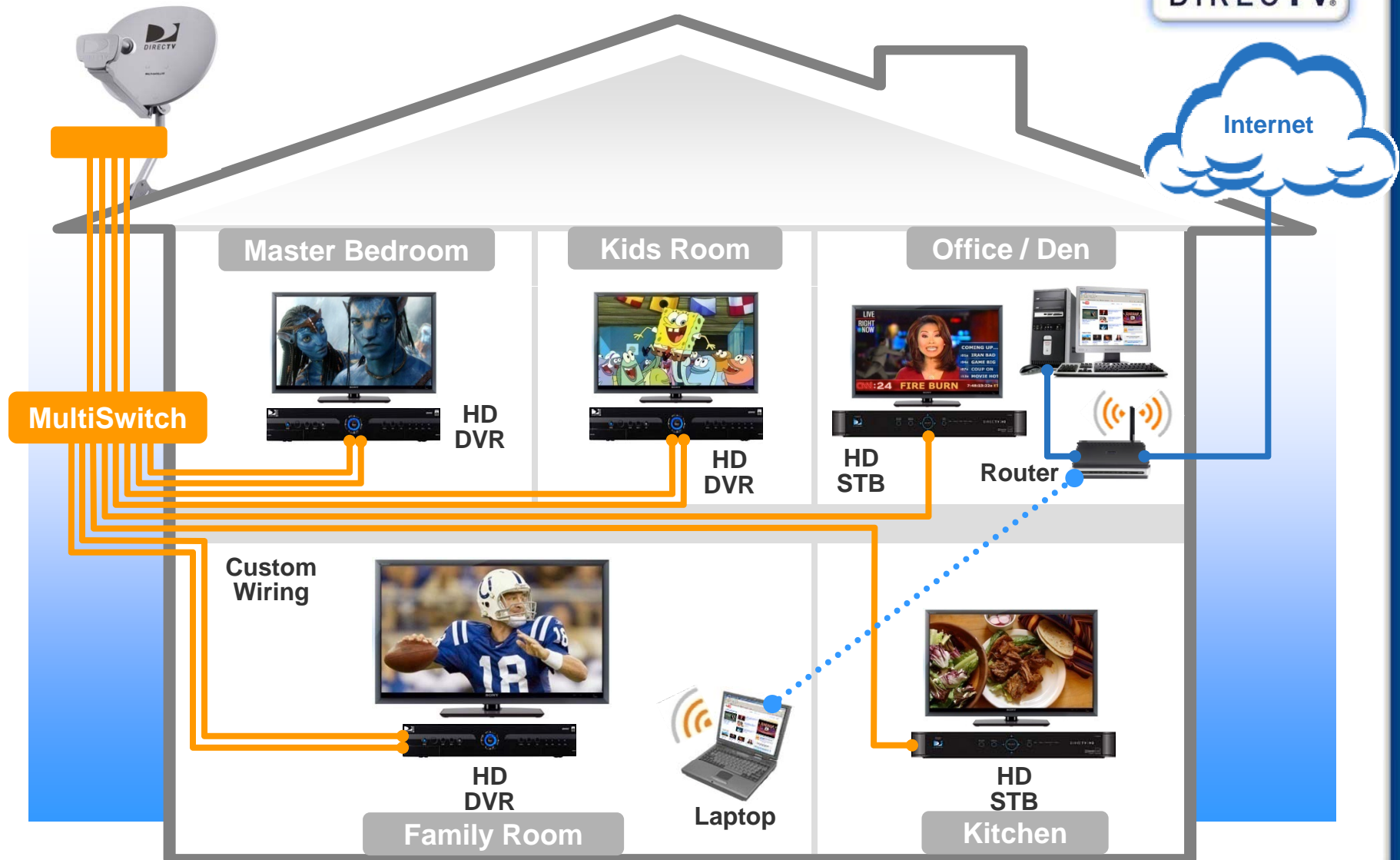


- **All DIRECTV STBs are ENERGY STAR qualified: SD, DVR, HD and HD-DVR**
 - By the end of 2010, will have manufactured and deployed more than 20 Million ENERGY STAR STBs

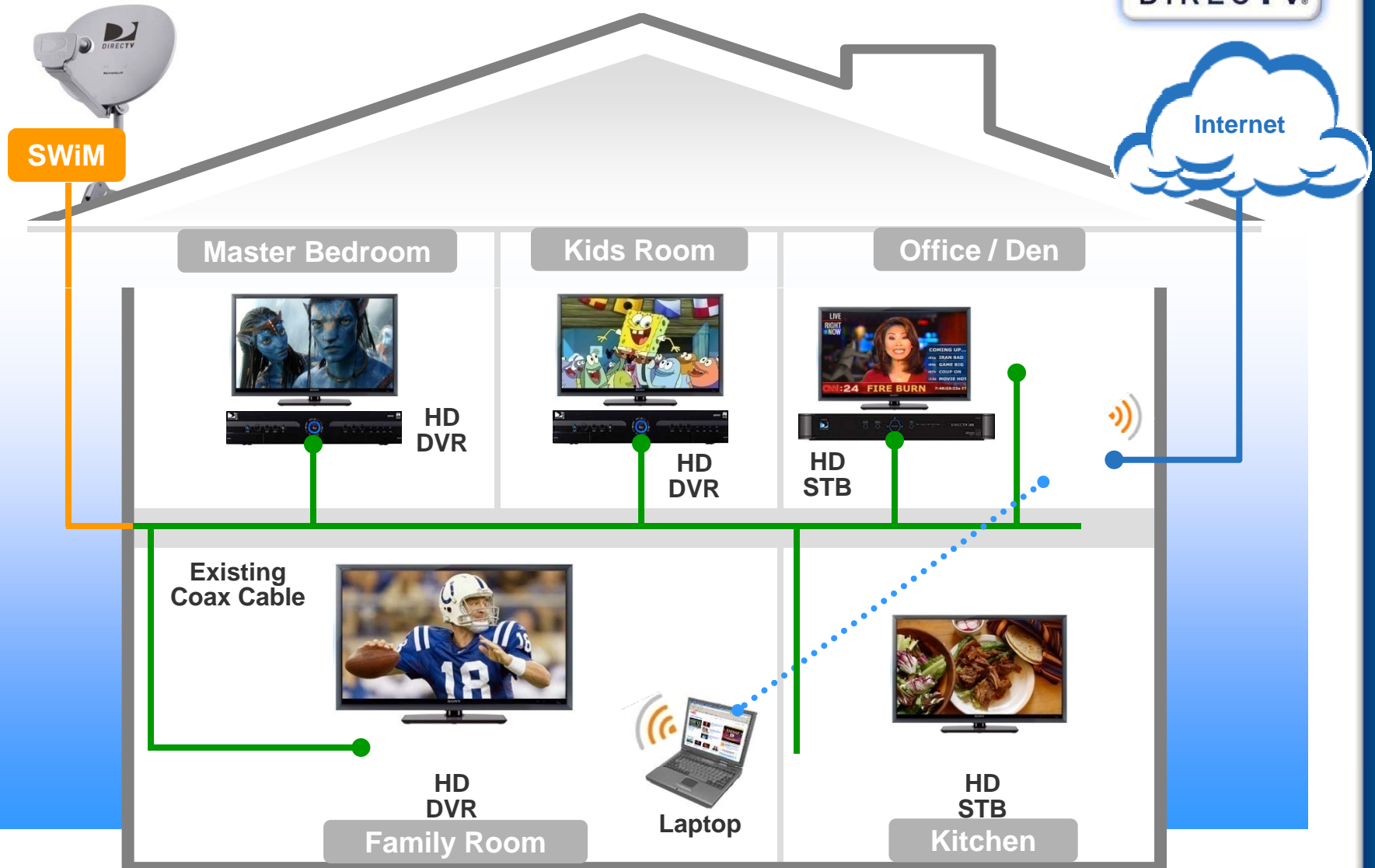


- **ENERGY STAR Partner Award 2010**
 - Excellence in Consumer Electronics Labeling

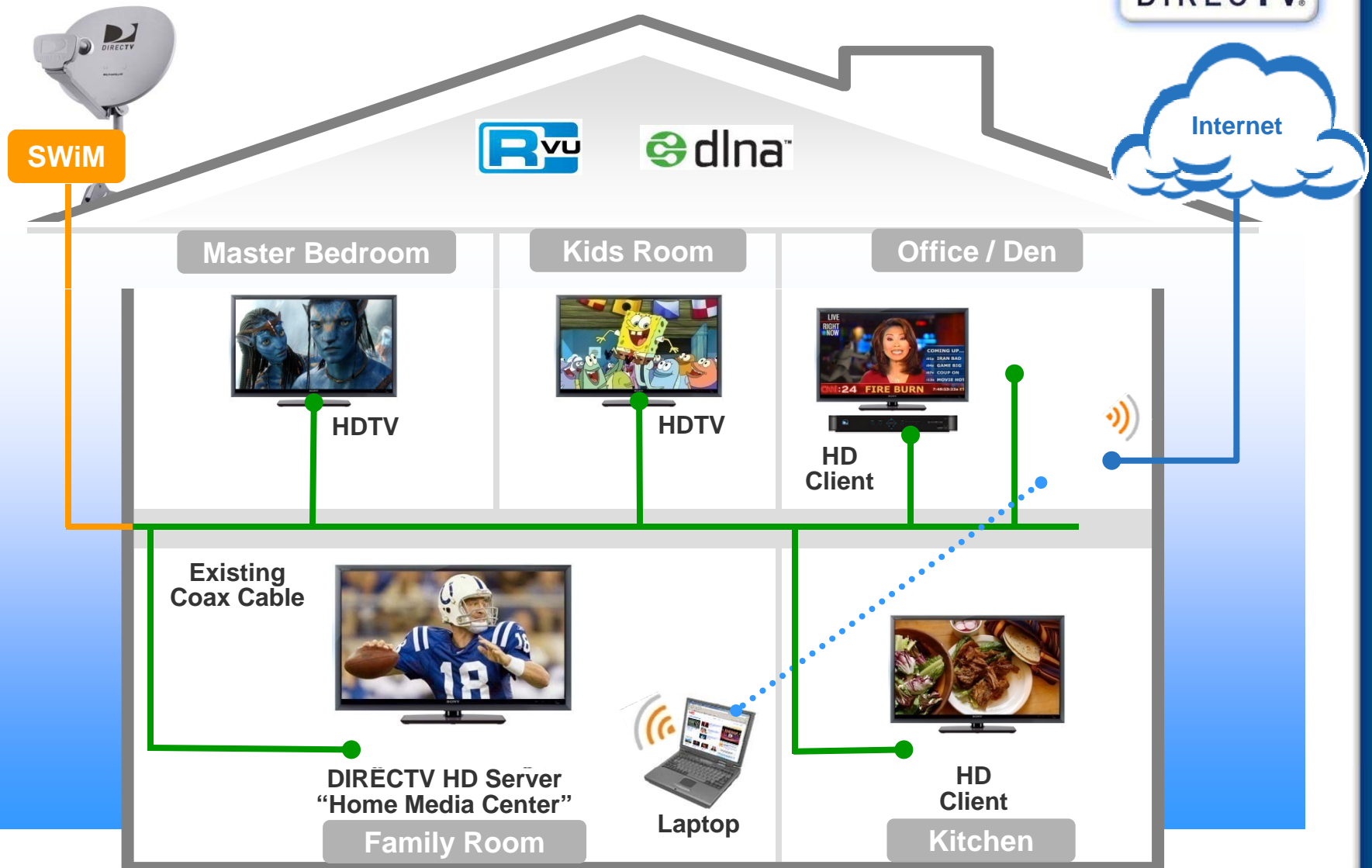
Traditional DBS Deployment Model



Multimedia Home Networking (today)



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

