

High-definition for the Hotel Industry



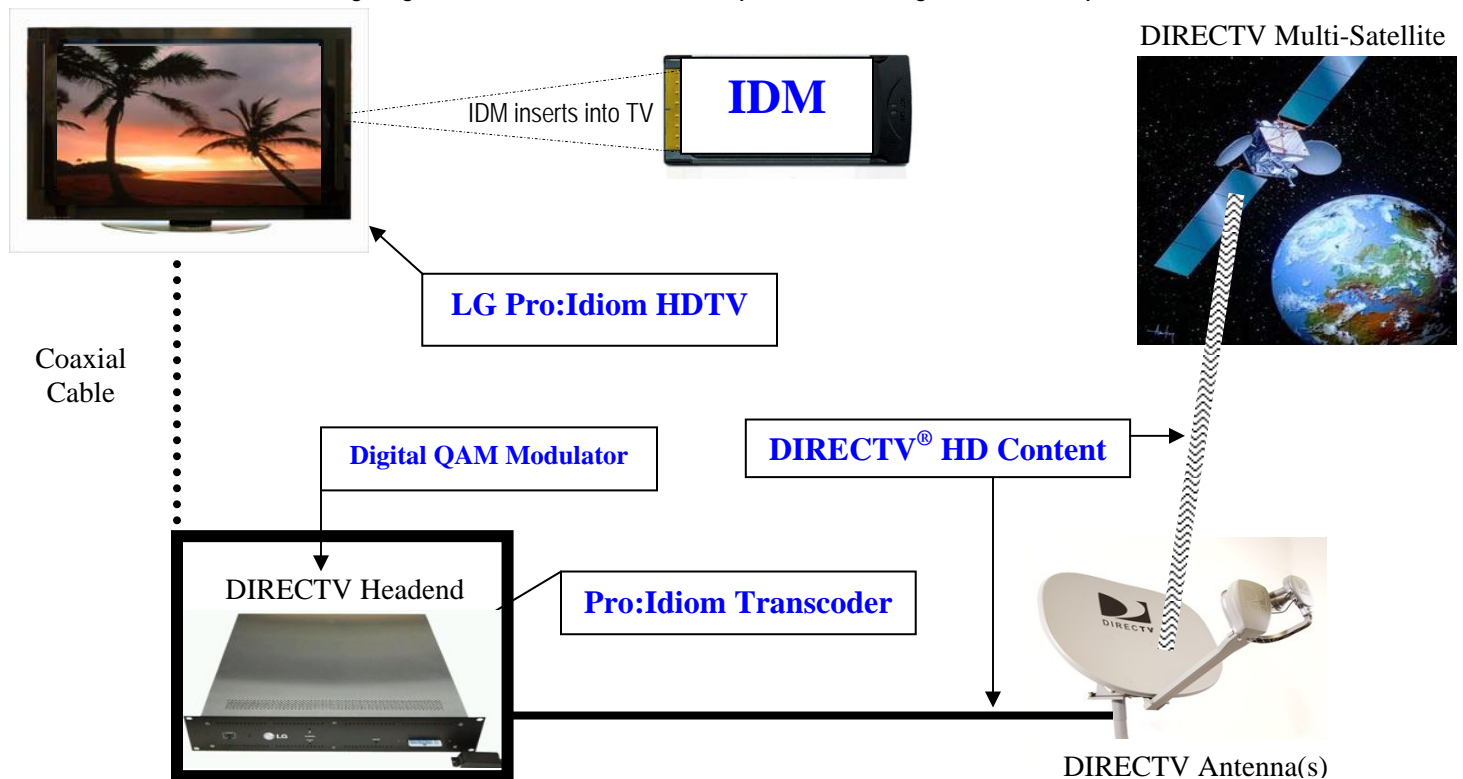
How does HDTV affect you and the Hotel industry?

With industry trends focused on creating a more home-like, or even a better than home experience for customers, many hoteliers are upgrading guest room amenities to include a high-definition television (HDTV). An integral component in this is high-definition (HD) programming to be viewed on the high-definition television.

What does it take to get HD into your hotel?

- **High-definition TV Programming:** DIRECTV video signal sent from a satellite to an installed satellite dish(s).
- **Pro:Idiom Transcoder:** A modified DIRECTV® Receiver that converts high-definition DIRECTV signal into to a digital format that can be delivered through the hotel distribution network. Digital video is an exact replica of its original source without degradation and the content owners require that the signal be encrypted all the way to the television. LG's Pro:Idiom™ technology is a digital video content security system designed to encrypt the signal so that only authorized Pro:Idiom HDTVs can decode the signal and display the video on its screen. The Transcoder is built into the headend, one transcoder per channel.
- **Digital QAM Modulator:** Changes the frequency of the video signal so that each channel can be viewed on the desired channel number. For example, the QAM modulator would change the frequency for HBO (normally DIRECTV channel 501) so that it can be viewed on channel 5 at your property. The QAM modulator is also located in the headend.
- **A Pro:Idiom TV capable of HDTV resolution:** Pro:Idiom enabled HDTVs have the ability to decode the encrypted signal sent from the Pro:Idiom Transcoder so that the content can be seen by your customers
- **Identification Module (IDM):** Pro:Idiom HDTVs also have an insertion point for the ID Module, which marks each individual room's video signal with a unique and traceable key code for additional content security. Many broadcast stations such as ESPN HD, HBO HD and SHOWTIME HD require this component in order to protect their content from piracy.

The following diagram illustrates how all five components come together for a complete solution:



For further information please call DIRECTV Commercial at 1-800-388-2505 or visit www.directv.com/lodging