

DISH Note

Whole Home Upgrade

Audience: DNS Technicians, RSP and DNS Subcontractors
Release Date: 05/31/2010

Overview

We are making changes to the orbital location of several programming groups by removing the HD Core, Premium, PPVs, and VOD channels off orbital location 61.5°. Eligible customers will be provided a Whole Home Upgrade so that they may continue to view their HD core programming on 72.7°. This move leverages Dish Network for future growth, allowing us to launch more local programming (both HD and SD), more HD core programming and continued opportunity to be Best-In-Class.

Eligible Customers

- Customers living in Eastern Arc (EA) markets with SD on 110° and 119° and HD Core on 61.5°

EA DMAs in the 77° Footprint

- Standard EA installation
 - 1000.4 antenna pointing at 61.5°, 72.7°, and 77°
 - All MPEG-4 receivers required
- NLOS
 - NLOS to 72.7°
 - Call into CSC to add tag code
 - Cancel Work Order
 - NLOS to 77° (now permitted for Eastern Arc installation)
 - Install 1000.4 antenna to 61.5° and 72.7°
 - Follow procedures to get a NLOS 77° tag code added to the work order
 - In the Lake Charles, LA, Columbus, GA, Bluefield, WV, and Springfield, MA DMAs
 - Call into CSC to add tag code
 - Cancel Work Order
 - Locals on 77° for these DMAs

EA DMAs not in the 77° Footprint

- The install 77° instruction will not be on the work order
- Install the customer if line of sight to 61.5° and 72.7°
- If NLOS to 72.7°
 - Call into CSC to add tag code
 - Cancel Work Order

Whole Home Upgrade

Whole Home Upgrade Customer Fees

- Technician Visit fee only if customer is adding locals.
- MPEG-2 to MPEG-4 receiver upgrades at no charge if:
 - Non-DVR single tuner → ViP 211/k/411
 - DVR single tuner → ViP 612
 - Non-DVR dual tuner → ViP 222/k
 - DVR dual tuner → ViP 622/722/k
- All other upgrades are subject to DIU pricing

Features and benefits of MPEG4 receivers:

- MPEG-4 receivers are required to receive Eastern Arc programming
- MPEG-4 receivers provide increased functionality, including broadband connectivity and DISH Remote Access

Example of Work Order

Connectivity on premises:

77° not present for:
Portland ME, Binghamton NY, Flint MI,
Buffalo NY, Burlington VT, Utica NY,
Albany NY, Bangor ME, Rochester NY,
Watertown NY, Presque Isle ME,
Syracuse NY, Elmira NY

SERVICE ACTIVITIES

Standard Video Installation
61.5°W Install, 72.7°W Install
77°W Install
Uninstall 119 Orbital Location
Uninstall 110 Orbital Location
Additional Receiver Installation
AGREEMENT REQUIRED: DISH'N IT UP

DISH 1000.4 Kit (video)
DH ViP 612 Primary Receiver
Return replaced LNBF to Service

Eastern Arc

TECH: 022571818 brandon.fuller ROUTE SEQ: 2 WORK ORDER RESQLD COUNT: 0
CUSTOMER LAST EVENT: 05/24/2010 CH 022572641 jacob.moreland

WORK ORDER REASON: DISH N IT UP S-SERVICE CHNGE