



# DIRECTV Active™

## Overview

In early 2005, DIRECTV, Inc., the nation's leading and fastest-growing digital television service provider, will offer DIRECTV Active service, the interactive destination for DIRECTV customers.

DIRECTV Active will provide DIRECTV customers with a variety of interactive services, including daily and extended weather forecasts, financial market summaries, daily horoscopes, lottery results, pay per view and broadcast TV recommendations, and special DIRECTV promotions. DIRECTV Active's video and audio components provide additional information from DIRECTV.

In the future, DIRECTV Active will allow customers to connect directly to games, music and other advanced entertainment and information options.

## Main Screen

The main screen of DIRECTV Active combines video/graphic elements, stereo audio channels and an easy-to-use navigation menu with a dynamic information bar display that cycles current local weather and financial market summary information. In addition, a video loop offers customer care, pay per view and DIRECTV promotional event information.

## Weather

Provides current and five-day local weather forecasts for thousands of U.S. cities, as well as regional weather maps updated four times daily. To provide for maximum customization, customers can add up to five additional favorite U.S. cities from a list of more than 2,000 cities, national parks or airports to receive current and five-day forecasts.

## Mix Channels

DIRECTV Mix Channels offer enhanced features that enable customers to view up to six live channels from different networks, all on one screen. Customers with interactive-enabled DIRECTV Receivers can listen to and direct tune each channel by pressing the 'SELECT' key on their remote control. The first three DIRECTV Mix Channels available are: Sports Mix, News Mix and Kids Mix.

(more)

## **What's Hot**

Gives customers up-to-date information on the week's best movies, series and special programming offered by DIRECTV.

## **Horoscope**

Allows customers to check their daily horoscope by clicking on their individual star sign. Horoscope forecasts are changed daily and include information on celebrity birthdays.

## **Lottery**

Offers up-to-the-minute results from the 38 state lotteries in the United States. Customers can apply their home state as the default state to track continual daily lottery results. Current jackpot amounts will also be listed.

## **Help Menu**

Customers can access the DIRECTV Active Help Menu from each screen simply by pushing the "Info" key on the remote, or as an option on the Main Screen navigation menu. Assistance is provided via a brief contextual reference and basic navigation instructions tied to the user's current application. The DIRECTV Active Help Menu provides DIRECTV with an automated way to provide basic assistance without a subscriber having to contact customer service by phone.

## **Availability**

The DIRECTV Active capability, which will debut in early 2005, will be available on interactive-enabled DIRECTV Receivers at no additional cost