

DRE VS. DRE PLUS

Lodging & Institutions



DIRECTV RESIDENTIAL EXPERIENCE (DRE): **NOW WITH EVEN MORE SELLING OPTIONS!**

DIRECTV gives you two in-room receiver solutions to meet the needs of Lodging & Institutions (L&I) customers, DRE and DRE Plus.

With DRE, your customers will receive:

- Access to over 100 HD channels
- HD Interactive Programming Guide
- HD receivers
- Unmanaged system capabilities
- Hospitality RC70H anti-microbial remotes

DRE property requirements:

- DRE is designed for and can only be sold in budget/economy hotels and in healthcare properties
- DRE cannot be sold in mid-price/upscale/luxury hotels or in the Strategic Hospitality Accounts (Hilton, Hyatt, Starwood, Kimpton, Marriott)

DRE technical requirements:

- H25 HD receivers with DRE system design
- Receiver staging by distributor required
- Hospitality RC70H anti-microbial remotes
- D2 Advantage SWiM™ based system
- Management Control Server (MCS) and associated networking equipment are not required

Because there is no MCS in DRE systems, the following features are not available:

- No DVRs
- No Local Content Insertion (LCI)
- No MCS features
- No Guest Message Display
- No Channel favorites list
- No Co-branded interactive programming guide
- No Remote Default Reset
- No Property Management System (PMS) integration
- No Centralized Parental Control:

- Per room, Parental Control may be enabled by the property management staff if a guest requests it
- Refer to DRE Parental Control Feature Installation for instructions
- The following Parental Control language must be included in all contracts to customers:

Property Owner understands that a parental control feature will not be auto enabled in the receivers throughout the property. If requested by a guest or you otherwise want to enable this feature, you must turn it on and off manually. Enabling and disabling instructions should be provided by your Dealer. If not, please contact your Dealer. Property management may program an individual receiver with the parental control feature after reviewing the instructions provided by the Dealer. The enabling and disabling of the parental control feature on the individual receiver is the sole responsibility of the property management.

Please note:

- Registration of properties in SFA is required

Commercial Connect Television 877-789-7995

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L-Band System Discontinued

Sometime in 2013, DRE systems will be the only approved in-room receiver solution for hotels or healthcare properties. Once this goes into effect, L-Band systems will no longer be approved for installation on those types of properties. Stay tuned for an official announcement.

DRE Plus has the benefits of DRE with the added features of an MCS. DRE Plus can be tailored for each property to match the expectations of each L&I customer.

With DRE Plus, your customers will receive even more:

- HD DVR receivers
- Local Content Insertion (LCI)
- MCS features
- Guest Message Display
- Channel favorites list
- Co-branded interactive programming guide
- Remote Default Reset
- Parental controls
- Property Management System (PMS) integration

DRE Plus technical requirements:

- H25 or HR24 receivers with DRE system design
- Receiver staging by distributor required
- Hospitality RC70H anti-microbial remotes
- D2 Advantage SWiM™ based system
- MCS
- MDF and IDF network switches
- DECAs
- Diplexers

**For More Information:
Commercial Connect Television
877-789-7995**

DRE certification is required!

There are two ways to receive DRE certification training:

- All distributor-led DRE trainings now provide DRE and DRE Plus certification
- DRE certification training is available on the SBCA website

PLEASE NOTE:

Dealers who are already DRE certified may sell both solutions with no further training.

