

New Infotainment Brand Standard



dish business



Introducing Red Roof Infotainment

Red Roof Infotainment will surprise and delight your guests with a modern entertainment experience that will keep them coming back, **all at a price you'll love**. This important advancement in guest entertainment will differentiate Red Roof properties by delivering a guest experience that is on par with many of our full-service competitors.

Getting Started

DISH Business is our Official Infotainment Partner and the new exclusive content provider to all Red Roof and HomeTowne Studios & Suites properties. DISH Business partners, Velocity and MVM, are the approved Infotainment vendors who will make switching to Infotainment as easy as possible for all of our franchisees. **Effective immediately, franchisees are not permitted to enter into new contracts or extend existing contracts with any provider outside of the approved Infotainment vendors.** Franchisees on month-to-month contracts or with contracts expiring within 90 days should contact DISH Business immediately to secure quotes from the approved vendors.



Learn more at dish.com/redroof

Red Roof Brand Standard Requirements

Approved Vendors

→ Exclusive Content Provider: DISH Business
Approved Vendors: Velocity, MVM

Infotainment Capabilities

→ Must offer streaming on in-room TVs, casting from guest devices, accessible HDMI input for guest use

Programming

→ **Red Roof Inn:** 24 HD channels free of charge to guests. Minimum requirements: ABC, CBS, NBC, FOX, HBO(2), ESPN, one weather channel, one 24-hour news channel
Red Roof PLUS+: 36 HD channels free of charge to guests. Minimum requirements: ABC, CBS, NBC, FOX, HBO(2), ESPN, one 24-hour news channel

Channel Identification

→ TV must include an interactive channel guide, or the channels must be displayed in the room on a printed channel guide

Television Requirements

- Commercial- or hospitality-grade televisions, b-LAN and Pro:Idiom
- LCD, LED or plasma flat-panel HD television
- Red Roof Inn: 40" or larger TV in standard king and double rooms, 50" or larger TV in superior king and suite rooms
- Red Roof PLUS+: 50" or larger TV in all rooms
- Guest-accessible auxiliary inputs on the front or side of the TV

Infotainment Internet Requirements

- Wi-Fi signal (also known as RSSI or Received Signal Strength Indicator) must be between -60 and 0 dBm^{1,2}
- Required Wi-Fi bandwidth ≥5 Mbps, and ≥5 Mbps is recommended for optimal performance
- Total internet circuit on property must accommodate the number of Set Back Boxes your property requires (e.g. 100 rooms = 100 M2 boxes X 5mbps = 500 mbps total bandwidth minimum requirement)

Remote Placement

→ Remote control must be placed on the nightstand or base of the TV

New Infotainment Brand Standard



dish business



Introducing Red Roof Infotainment

Red Roof Infotainment will surprise and delight your guests with a modern entertainment experience that will keep them coming back, **all at a price you'll love**. This important advancement in guest entertainment will differentiate Red Roof properties by delivering a guest experience that is on par with many of our full-service competitors.

Getting Started

DISH Business is our Official Infotainment Partner and the new exclusive content provider to all Red Roof and HomeTowne Studios & Suites properties. DISH Business partners, Velocity and MVM, are the approved Infotainment vendors who will make switching to Infotainment as easy as possible for all of our franchisees. **Effective immediately, franchisees are not permitted to enter into new contracts or extend existing contracts with any provider outside of the approved Infotainment vendors.** Franchisees on month-to-month contracts or with contracts expiring within 90 days should contact DISH Business immediately to secure quotes from the approved vendors.



Learn more at dish.com/redroof

Red Roof Brand Standard Requirements

Approved Vendors

→ Exclusive Content Provider: DISH Business
Approved Vendors: Velocity, MVM

Infotainment Capabilities

→ Must offer streaming on in-room TVs, casting from guest devices, accessible HDMI input for guest use

Programming

→ **Red Roof Inn:** 24 HD channels free of charge to guests. Minimum requirements: ABC, CBS, NBC, FOX, HBO(2), ESPN, one weather channel, one 24-hour news channel
Red Roof PLUS+: 36 HD channels free of charge to guests. Minimum requirements: ABC, CBS, NBC, FOX, HBO(2), ESPN, one 24-hour news channel

Channel Identification

→ TV must include an interactive channel guide, or the channels must be displayed in the room on a printed channel guide

Television Requirements

- Commercial- or hospitality-grade televisions, b-LAN and Pro:Idiom
- LCD, LED or plasma flat-panel HD television
- Red Roof Inn: 40" or larger TV in standard king and double rooms, 50" or larger TV in superior king and suite rooms
- Red Roof PLUS+: 50" or larger TV in all rooms
- Guest-accessible auxiliary inputs on the front or side of the TV

Infotainment Internet Requirements

- Wi-Fi signal (also known as RSSI or Received Signal Strength Indicator) must be between -60 and 0 dBm_{1,2}
- Required Wi-Fi bandwidth ≥5 Mbps, and ≥5 Mbps is recommended for optimal performance
- Total internet circuit on property must accommodate the number of Set Back Boxes your property requires (e.g. 100 rooms = 100 M2 boxes X 5mbps = 500 mbps total bandwidth minimum requirement)

Remote Placement

→ Remote control must be placed on the nightstand or base of the TV