

New Infotainment Brand Standard



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 World Cinema, Enseo, and Velocity 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.



Red Roof Brand Standard Requirements

Approved Vendors	Exclusive Content Provider: DISH Business Approved Vendors: World Cinema, Enseo, Velocity
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 weather channel, 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	<ul style="list-style-type: none"> 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
Remote Placement	Remote control must be placed on the nightstand or base of the TV