

# 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, 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.



## 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

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- 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

Learn more at [dish.com/redroof](https://dish.com/redroof)

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## 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

→ 50 HD channels free of charge to guests  
Minimum requirements: ABC, CBS, NBC, FOX, HBO, 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

- 
- Commercial- or hospitality-grade televisions, b-LAN and Pro:Idiom
  - LCD, LED or plasma flat-panel HD television
  - 40" or larger TV in additional bedrooms
  - 50" or larger TV in main living space
  - 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