

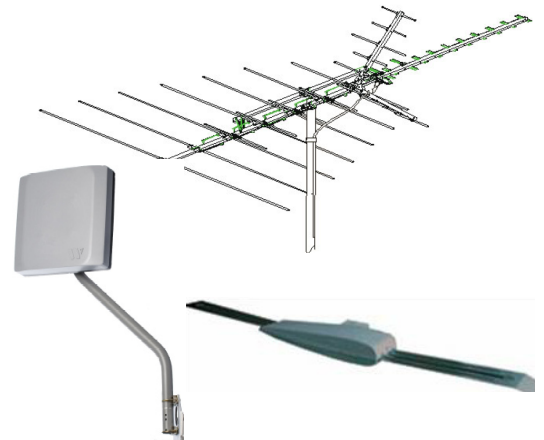
DISH Notes

Off-Air (SD - Analog) Antenna Installations

DISH Network is committed to providing access to the programming that customers want. Part of this programming includes distant network channels that originate outside the areas where customers live. Because of a recent court decision, there are some customers in select areas who can no longer receive those channels through their satellite dish. In order to continue serving our customers' viewing needs, DISH Network is making a promotion for the installation of an off-air antenna for these customers who live in the affected areas. The antenna and installation will be provided at no cost to the customer.

Follow these steps when completing an SD OTA installation:

1. Get the antenna pointing information for your area from www.antennaweb.org - Entering the customer's address at this web site will tell you what direction to aim the directional antenna towards. If you do not have access to this web site from your office, get your FSM or IM to get this information for you *before* you leave the office.
2. Make sure that you have the Antenna kit (Whichever model your warehouse carries) and mounting supplies before you leave your office.
3. When you greet the customers, they may ask you more about why they must have the off-air antenna installed in order to continue receiving all of their channels. See the *DISH Notes* sheet about talking points for appropriate responses to these customer concerns.
4. Perform a site survey similar to a site survey for a satellite dish - *Except* - you will be looking for Line-of-site towards the transmission towers (the antennaweb.org information will tell you the direction). Remember, the higher the antenna is placed on the customer's house, the more likely it is to receive unobstructed signal. Attic installations of these antennas are NOT recommended.
5. Assemble the antenna according to the assembly instructions included with the antenna kit.
6. Mount the antenna according to DNS standards (Weatherproof all drill holes, make sure all bolts are secure, **ground the antenna mast** according to National/Local grounding standards, etc)
7. Use your compass to aim the antenna in the direction of the transmission towers.
8. Run cabling/diplexers to the satellite receivers and televisions according to approved methods.
(See the table at the end of this document for sample diagrams and equipment details)
9. At this point, **you will need to do an off-air (not cable-TV) channel search/scan on the customer's TV** for it to pick up the off-air channels. This function is usually accessed through the TV menu options.



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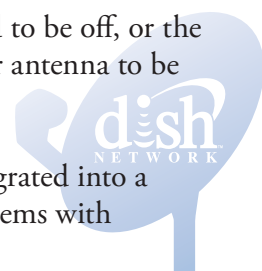
(installation steps, *continued*)

Depending on the wiring installation you do (*see table*), the receiver may need to be powered off while you do this channel search/scan. Verify reception from the OTA antenna and adjust the point of the antenna as necessary to optimize reception.

10. You will need to educate the customer on how they can view their local channels with the new off-air antenna. Depending on the type of receiver and installation the customer has, they will either need to turn off the power on the receiver, or change the Input Select on their TV in order to view their off-air channels. **MAKE SURE** that the customers understand that if they want to resume viewing their satellite channels, they will need to turn the power to the receiver on and have the TV turned back to channel 3 (or the appropriate Input selected). Have the customers practice going back and forth from their satellite programming to their off-air channels a few times as a part of this customer education (*the remote should be in THEIR hands - not yours*).
11. Once the installation and pointing are complete, you will need to call Customer Service and explain that you are doing a **Locals Antenna installation** and need to be transferred to a Distant Network agent. Part of closing the work order will consist of having the CSR enter information in the Notes section of the customer profile. You will need to indicate to the CSR whether the customer's system receives signal from each one of the major network affiliates - NBC, ABC, CBS and FOX.
12. Make sure that all of the paperwork with the appropriate customer signatures before you leave the job site.

Remember the following Key Points when Installing an OTA Antenna:

- The majority of DISH Network customers will still be able to receive their local stations through their satellite dishes.
- The quality of an OTA signal depends on the distance the customer's antenna is from the broadcast towers, obstructions that may be in the path of the signal such as large buildings or trees, and the height of the antenna installation.
- All ViP Series receivers **DO NOT** have an analog off-air tuner built into them (they only have digital off-air tuners). A splitter must be used to send analog OTA signal directly to the TV and digital OTA signal to the receiver. You will need to use either an HDMI or the RCA connections from the ViP receiver to the TV since the modulated Input to the TV will be used for the analog OTA signal.
- Depending on the installation configuration, the power to the customer's receiver will need to be off, or the input selection on the TV will need to be changed in order for the channels from the off-air antenna to be viewed.
- Use the accompanying diagrams as a general reference on how off-air antennas can be integrated into a customer's existing DISH satellite system. Pay particular attention to configurations for systems with backfeeds.



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When Installing the OTA Antennas for customers, use the following grids as a guide
(These examples do not include all possible installations)

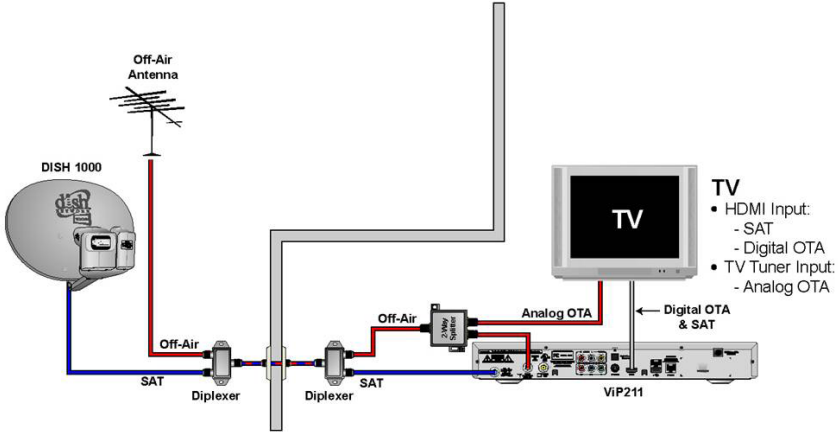
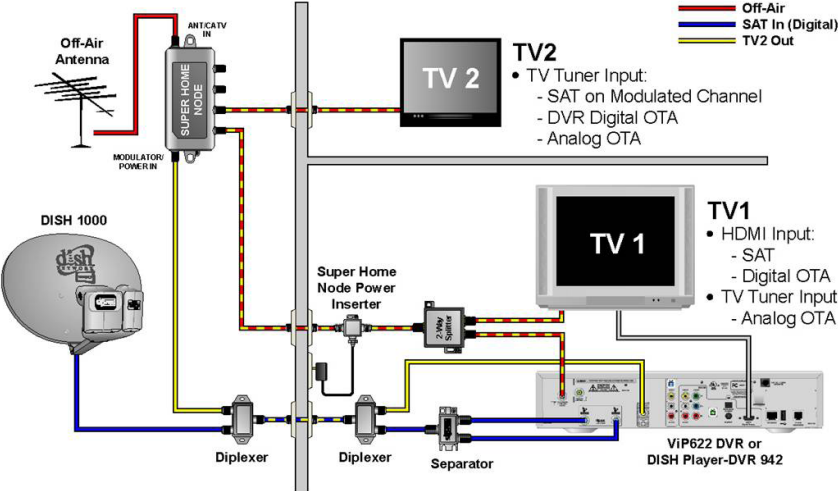
CUSTOMER'S CURRENT CONFIGURATION	EQUIPMENT NEEDED TO UPGRADE	EXAMPLE
Single Tuners (Non-ViP receivers)	OTA Antenna Diplexers	
Dual Tuners (Non-ViP) with backfeed to TV2	OTA Antenna Diplexers	

(Table continues on next page)



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CUSTOMER'S CURRENT CONFIGURATION	EQUIPMENT NEEDED TO UPGRADE	EXAMPLE
ViP Series Receivers	OTA Antenna Diplexers Two-way Splitter	 <p>TV</p> <ul style="list-style-type: none"> • HDMI Input: <ul style="list-style-type: none"> - SAT - Digital OTA • TV Tuner Input: <ul style="list-style-type: none"> - Analog OTA
ViP Series Receiver with backfeed to TV2	OTA Antenna Diplexers Super Home Node Two-way Splitter	 <p>TV2</p> <ul style="list-style-type: none"> • TV Tuner Input: <ul style="list-style-type: none"> - SAT on Modulated Channel - DVR Digital OTA - Analog OTA <p>TV1</p> <ul style="list-style-type: none"> • HDMI Input: <ul style="list-style-type: none"> - SAT - Digital OTA • TV Tuner Input: <ul style="list-style-type: none"> - Analog OTA <p>ViP622 DVR or DISH Player-DVR 942</p> <p>Legend: Red line = Off-Air, Blue line = SAT In (Digital), Green line = TV2 Out</p>

