



Technology Meets Inspiration

PSAV Debuts DIRECTV 3D at HITEC

Leading event Technology Company to show benefits of using high-definition TV with three-dimensional programming from DIRECTV in public areas; Service ideal for properties targeting medical and association groups looking for 3D video at conventions and broadcasting 3D sporting events.



LONG BEACH, CALIF. (June 15, 2010) — On the fence about adding 3D to your hotel to support 3D broadcasts of globally televised sporting events this summer? Then consider this: Last month at the 3DTV 2010 event in New York City, DIRECTV executive Steven Roberts said the company will offer an exclusive 3D broadcast of Major League Baseball's 2010 All Star Game at Anaheim Stadium July 13. And if you need another incentive, what about increasing your convention business by attracting medical groups and associations interested in promoting revolutionary changes in physician visualization via 3D?

With the future of video entertainment and education pointed at 3D, PSAV® Presentation Services, as a new commercial dealer for DIRECTV, can now provide satellite entertainment programming and 3D video content to hotel guestrooms and public areas. PSAV will demonstrate DIRECTV's 3D service at the Hospitality Industry Technology Exposition and Conference (HITEC) June 22-24 at the Orange County Convention Center in Orlando in Booth No. 1159.

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide, and through its relationship with DIRECTV is broadening its technology portfolio to become an even more all-inclusive hotel entertainment- and event-technology provider.

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"As a distributor of DIRECTV, PSAV is giving hotels the tools needed to provide the ultimate entertainment and educational experience – whether it's in the guestroom, the meeting room or the lounge," said Brian Lagestee, PSAV SVP of Technology & Development. "In addition to serving as the single point of contact for high-speed Internet access, digital signage, Business Centers and audio/visual equipment for the meetings environment, it just makes sense for PSAV also to install and maintain the best in high-definition video programming.

"While we help properties build a better meetings business, in today's economy it is far more cost-effective for us also to build a better property-wide technology and broadband infrastructure that eliminates redundant tasks performed by multiple suppliers," he said. "As distribution of digital content becomes more prevalent, adding DIRECTV with 3D video content to our service line-up will help our customers provide the best in Free-to-Guest content while keeping their costs at a level they are comfortable with. In addition, DIRECTV is ideal for the hotel environment because it decreases space in the hotel's back-of-the-house, increases more HD and 3D channel capability, and lessens the per-channel cost of delivering HDTV throughout the property."

Lagestee said PSAV offers a unique value proposition as the on-site provider of entertainment- and event-technologies because the company has technicians on-site with an intimate knowledge of the property's physical layout, including guestrooms, meeting space, operations and staff. However, PSAV also is prepared to install and support DIRECTV in any hotel, regardless of the status of being the preferred on-site AV provider.



"Customers have asked us to apply our expertise in distributing high-definition digital signals throughout their entire portfolio of hotels," he said. "PSAV is ready to provide owners a true 'Peace of Mind Experience' in the installation and ongoing maintenance of their DIRECTV experience."

Benefits of the PSAV/DIRECTV partnership include:

- Complete property entertainment solutions including guest room, public space and meeting room.
- A home-away-from-home experience
- Nationwide access to a single source technology provider across multiple properties

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About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. www.psav.com.

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