

# AT&T Launches Video Platform for DIRECTV for BUSINESS Customers



AT&T continues to change the world of video with the launch of COM3000, a next-generation video platform that brings more HD channels, including 4K, and a future-ready platform for business customers. This is the third generation of our DIRECTV for Business video headend. With it, businesses will get more channels than ever. COM3000 can deliver up to 138 HD channels per chassis, including 4K HDR programming.<sup>1</sup> Furthermore, business owners can add channels one at a time, including their own in-house and over-the-top (OTT) channels.

The platform can also help businesses prepare for the future of video programming delivery through easy customization. As business and entertainment needs evolve, business owners can download software upgrades instead of installing costly hardware. **Guests can view content:**



### On Any Screen

TVs, mobile devices, tablets.



### On Any Hardware

Smart TVs, third-party set-top-boxes, streaming clients.



### Over Any Infrastructure

Coax, ethernet, Wi-Fi.

COM3000 will be ground-breaking for hotels and institutions. It is just one more way AT&T is transforming the hospitality industry to help hotels offer the best in-room experiences.

*AT&T “is a leader in driving premium content in this space – and has been for over a decade. COM3000 illustrates our innovation and our place on the edge of delivering the best technology solutions in the market,” said Doug Eichler, Vice President of Commercial Sales.*

COM3000 is already giving businesses in the hospitality industry new opportunities through our relationship with RoomNetTV. With its technology, we can now bring DIRECTV’s premium video to Apple TV in hotels. Other large business properties outside of the hospitality industry will benefit from the new platform as well. This includes large corporate headquarters, sports bars, restaurants, and sports stadiums, among other venues.

**COM3000 is for any size property, with almost any wiring scheme. It’s ideal for any business that needs a lot of TVs and wants to avoid purchasing a receiver for each one.**

<sup>1</sup>Commercial: Limited programming available. To watch in 4K HDR, 4K HDR compatible equipment, subscription to either COMMERCIAL XTRA PACK, COMMERCIAL CHOICE PLUS, COMMERCIAL MÁS ULTRA PACK or BUSINESS XTRA PACK, 4K account authorization and professional installation required. If 4K TV does not support HDR, content will be viewable in standard 4K. Other conditions apply.

Hospitality and Institutions: Limited programming available. To watch in 4K HDR, 4K HDR compatible equipment, subscription to ENTERTAINMENT (w/ Premier Sports Pack add-on), XTRA or ULTIMATE, 4K account authorization and professional installation required. If 4K TV does not support HDR, content will be viewable in standard 4K. Other conditions apply.