



ABOUT US & PROGRAM OVERVIEW

In need of a multi service provider that will deliver top of the line products and programming while maintaining outstanding customer service? Look no further than EnterSource.

EnterSource actively strives to set the benchmark for high standards of service that are unlike any other multi-service provider. Our partners want more than just product offerings, they need a provider that will exceed their expectations, build lasting relationships and provide residents with a superior product. Being able to offer a wide range of options ~ something for every resident ~ is an important competitive advantage. EnterSource is uniquely positioned to provide more options, offering a greater opportunity for customer satisfaction.

EnterSource offers a unique alternative in multi-dwelling living over traditional franchise cable operators. EnterSource's core television offering is built around DIRECTV® products that are received through existing cable outlets already prewired in each home. In addition to video services, other EnterSource products include high-speed broadband internet and digital voice.

DIRECTV also offers DVR services and the most advanced high-definition (HD) upgrades in the marketplace.

Now all of these technologies can be delivered to multi-family communities from one provider, **EnterSource**

EnterSource is partnered with DIRECTV® to bring you all that DIRECTV® has to offer. Now, in your multifamily residence you can enjoy all the benefits of DIRECTV® - without the hassle of all those satellite dishes.

- Ability to receive DIRECTV National Programming and Offers.
- Hundreds of Digital Channels and packages to Fit Your Needs
- DIRECTV® All Digital Upgrade Packages
- 150+ Channels of HDTV* with 16:9 wide screen format and Dolby 5.1 audio
- Extensive International Programming
- Exclusive Sports Subscription Packages
- DVR and High Definition DVR
- Pay Per View and On Demand Programming

* HD Programming is subject to service area availability.



THE SINGLE DISH SOLUTION FOR YOUR COMMUNITY

With EnterSource you can enjoy DIRECTV in your apartment, condo or in a gated community. DIRECTV provides an easy and worry-free solution for owners with one centralized dish serving the entire building or complex. With a single-dish solution, DIRECTV will upgrade your multifamily community with the best HD technology and TV experience available. It's easy and hassle-free. DIRECTV Multi-Family Housing Technologies offer a variety of cost-effective solutions using existing wiring to bring DIRECTV to all your residents, regardless of the number of individual units. Plus, your residents will get fast and free installation and ongoing technical and customer service from our knowledgeable technical and customer service support teams. Make your property even more attractive to home-seekers. DIRECTV MDU (Multi-Dwelling Units) Business Models are designed to meet the unique needs of your property. Residents can subscribe to DIRECTV standard TV packages or competitively priced bulk programming packages. Make your common areas more attractive to your residents. Your common areas will have access to the premiere package from DIRECTV. That's right; all the wonderful programming DIRECTV has to offer is free to view in all your common areas. This is a completely turn key solution for the community. We do all the work to make your life easier. EnterSource in partnership with DIRECTV offers a variety of Digital television network solutions to meet the needs of today's property owners and tenants - MFH2™ and MFH3™. Both DIRECTV MFH Solutions provide access to all of DIRECTV's programming and services, including DVR, all of DIRECTV's current and planned HD channels, interactive services and more; including On Demand programming.



GET RID OF ALL THOSE DISHES

EnterSource understands that individual satellite dishes placed on private balconies and throughout the common area landscaping can diminish the esthetic appeal of a property. As a service to our partners, EnterSource has a unique relationship with DIRECTV, which enables us to transfer existing DIRECTV accounts and remove the personal satellite dish. EnterSource will work with property managers and leasing staff to create a campaign for a specific period of time allowing residents to transfer accounts over to EnterSource at no charge. Once a dish removal partnership is agreed upon, your Community Relations Specialist will work with the staff to complete the dish removal campaign. This campaign gives residents an allotted time frame to comply with the FCC standards governing satellite dishes or you, the owner, may remove the dishes. MidSouth Satellite assists you in doing this by removing dishes that transfer to EnterSource service before the deadline. Overall the end result will be dramatic and the community desirability will substantially increase



MFH2 Technology

At EnterSource, we use industry leading technology the best in quality, dependability and service. MFH2 is the platform of choice which allows us to upgrade older CATV and Satellite TV multifamily platforms to distribute all of DirecTV's current offering.

An exciting benefit of MFH2 is its ability to reuse wiring that currently exists on the property. The technology is easily installed in a garden-style or high-rise building, and is cost effective for any size property. Additionally, MFH2 was designed to upgrade existing MFH1 properties on a customer by customer basis to offer the new Ka-band HD channels.

MFH2 is a full service solution and supports the latest line of DIRECTV SWM capable receivers and all of the features available on each model. This includes dual-tuner DVR and the new networking features available on the HD/DVR.

DIRECTV's commitment to television entertainment is clear. DIRECTV has the capacity to offer up to 180 National HD channels and currently offers more than 250 top channels of movies, sports, news and more. DIRECTV receivers further define the DIRECTV experience by providing access to exciting interactive television services, such as News Mix, DIRECTV Active, NFL SuperFan, and more via the MFH2 platform.



Construction

EnterSource has one of the most experienced, certified and trained construction teams in the industry. Our managers have expert experience in design, construction, and implementation of video, broadband, and voice service networks specifically in the multi-family marketplace.

A preliminary engineering review is conducted to gather specific information needed for the project. After that a EnterSource project manager will manage the project through the launch. This process includes meeting with the on-site team so that they are well aware of the schedule and expected scope of work to occur during this project.

Our team utilizes in-house expertise in design of new technologies including MFH1, MFH2 and MFH3 (where available).

Our in-house talent in construction is one of the key components to our expert customer service.



Digital Bulk

Digital Bulk Programming Package

All your residents will get a general market base TV package and activate a DIRECTV receiver. Residents may upgrade their base package and have access to all other DIRECTV programming and service options a la carte. The property will be billed for bulk programming. Residents will be billed separately for any additional programming. Resident programming commitment required.



Direct to Home Package

All units in your building will be pre-wired to receive DIRECTV. Your resident can choose their own TV package and have access to all other DIRECTV programming and service options a la carte. They will also be billed directly for all DIRECTV programming and services. Resident programming commitment required.



WHY TO PARTNER WITH US

WE PAY YOU BACK

EnterSource will set up exclusive agreements with your community, but we also welcome non-exclusive agreements. We aren't afraid of a little competition! In fact we welcome it. Your residents deserve choices. Both our exclusive and non-exclusive agreements have residual profit sharing opportunities that put money back in your pocket. All of our agreements offer a percentage of programming income back to you. The more residents signed up to our services the more money that comes back to you. We also have our sign and splurge programming designed to give something back to your leasing agents. Every time they refer a resident to our services they will receive points towards all types of great prizes. With DirecTV from EnterSource, everybody wins!

Dedicated Technicians

In order to best service our community partners, EnterSource provides a dedicated service technician. By allocating a specific technician to each community, residents will feel more comfortable as routine service and maintenance requests are fulfilled. In addition, we want you to be satisfied with the service your community's are receiving.

As part of our routine maintenance, your technician will do a drive through inspection, walk the property to check the security of lock boxes, inspect the head end and perform any routine work.

EnterSource's technicians have all the certification, knowledge and experience to the job right. Your EnterSource technician will know your personalized needs and know your property. This will result in faster turn around time plus less hassle and problems for you and your residents.



WHY TO PARTNER WITH US

Community Relations Team

In order to maintain exceptional levels of service, EnterSource has established a team of Community Relations Representatives to facilitate the needs of the communities we service.

EnterSource's Community Relations Team works closely with community staff to establish and maintain an excellent rapport. The Community Relations Representative does this through educational programs, marketing events and personalized relationship management. This unique team is the link that makes our service stand out above all other competitors. Sit back and let us do the work, this is a turn key program for you.

Marketing

EnterSource develops an individual marketing campaign for each community it serves. Depending on the needs of your specific community, EnterSource is able to offer incentives and promotions to residents.

All of the products and services offered through EnterSource will be promoted and communicated to each of your residents utilizing a consistent EnterSource marketing campaign. This strategy will emphasize the "bundle" and offer significant savings for each of our subscribers.