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Sling Media Unveils Two New Redesigned Slingbox® Models

Slingbox 500 and Slingbox 350 Deliver Unprecedented Full 1080p HD-Quality Streaming of TV Content Anywhere; Slingbox 500 Sets New Standard with Integrated Wi-Fi, HDMI and Provides Platform for Delivery of Personal Content to the TV

FOSTER CITY, Calif., Oct. 10, 2012 /PRNewswire/ -- Sling Media, Inc., a wholly owned subsidiary of [EchoStar Corporation](#) (NASDAQ: SATS), today introduces the [Slingbox 500](#) and [Slingbox 350](#), two completely redesigned retail Slingbox products that deliver best-in-class, up to Full 1080p HD-quality, live streaming of your favorite TV shows, sporting events, recorded programming and premium content to smartphones, tablets, laptops and connected devices. In addition, the Slingbox 500 introduces new features, including Wi-Fi and HDMI, as well as a platform for delivering personal content to the TV, a first for any Slingbox product.

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The latest portable devices and high-speed wireless networks give consumers access to video content wherever they go. Now the Slingbox 500 and Slingbox 350 raise the bar by delivering a superior HD quality video experience, making it easy for them to watch and control their home TV -- virtually anywhere.

"Slingbox is still the best way to extend the entire living room TV experience anywhere," said Sling Media's Senior Vice President and General Manager, Raghu Tarra. "We've redesigned our Slingbox products from the ground up, adding features and enhancements that make them easier to set-up and use while creating the highest performing products on the market. With these new product introductions Sling Media continues to evolve and disrupt the category we created."

With the proliferation of TV streaming services, consumers are finding new ways to watch TV but are confused by the many options in this highly-fragmented market. Only Slingbox delivers your entire living room TV experience regardless of where you are without requiring additional subscription fees. Sports fans can watch their hometown teams' live games from another room in the house on a tablet, or in another country as the action happens. Frequent travelers can keep up with their favorite shows or local news. Busy parents can catch up on recorded shows while waiting for their kids to finish practice or while enjoying what little downtime they have throughout the day. Slingbox makes it easy for consumers to watch their favorite shows on the go, using the portable devices they already own and love.

How They Work

The Slingbox 500 features built-in Wi-Fi and integrated IR emitters for controlling a set-top box. It has HDMI and component, as well as composite, inputs/outputs. This makes set-up anywhere in the home clean, simple and straightforward.

The Slingbox 500 is the foundation of a growing set of features for Slingbox customers. The hardware platform not only has the ability to placeshift content, making a live content stream available anywhere, but can also receive content and display it on the TV. The first example of this is SlingProjector®. SlingProjector makes it easy for anyone to wirelessly display their personal media, such as photos, from their smartphone onto the big screen. Look to Sling Media to provide Slingbox 500 customers with other exciting ways to display content on their television screens in the coming months.

The Slingbox 350 offers Sling Media's highest quality, proven "TV Anywhere" technology at a cost-effective price. The Slingbox 350 features 1080p, HD-quality streaming on compatible devices, making it a value leader. The sleek, industrial design combined with integrated IR emitters makes it a compact, unique and easy-to-use addition to any home entertainment center.

In conjunction with the introduction of these two new Slingbox products, Sling Media is also rolling out new SlingPlayer® software clients across its desktop and mobile platforms. In addition, SlingPlayer software for iOS, Android and Windows Phone is now on sale for \$14.99, a savings of 50 percent, as part of a special launch offer.

To learn more about these two new products and other Slingbox hardware and SlingPlayer software, visit www.slingbox.com.

Pricing and Availability

Slingbox 500 and Slingbox 350 will go on sale in the U.S. on Sunday, October 14, and will be available in Canada in November. Both models can be purchased at www.slingbox.com, Best Buy (online and in stores), Amazon.com and [other independent](#)

[retailers](#). In the U.S., Slingbox 500 is \$299.99 MSRP and Slingbox 350 is \$179.99 MSRP. Canadian prices will be adjusted to exchange rates.

About Sling Media

Sling Media, Inc., a wholly owned subsidiary of EchoStar Corporation, is the leading provider of video placeshifting products and services for consumers and television service providers. Sling Media's product family includes Slingbox, which provides consumers with the ability to watch and control their living room TV shows at any time, from any location, using Internet-connected PCs, Macs, tablets and smartphones. For more information, visit www.slingbox.com.

About EchoStar Corporation

EchoStar Corporation (NASDAQ: SATS) is the premier global provider of satellite operations and video delivery solutions. EchoStar's wholly-owned subsidiary, Hughes, is the world's leading provider of satellite broadband services, delivering network technologies and managed services for enterprise and government customers in more than 100 countries.

Headquartered in Englewood, CO, with additional business units world-wide, EchoStar is a multiple Emmy award-winning company that has pioneered advancements in the set-top box and satellite industries for nearly 30 years, consistently delivering value for customers, partners and investors through innovation and outstanding quality. Over the last three decades EchoStar's contribution to video technology has been a major influencer to shifts in the way consumers view, receive and manage TV programming.

EchoStar's consumer solutions include HughesNet®, North America's #1 high-speed satellite Internet service, Sling Media's Slingbox products, and EchoStar's line of advanced digital video set-top box products for the European free satellite and terrestrial viewer markets.

Related Links

[Slingbox Website](#)

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