



NEWS RELEASE

Rovi to Power DISH's Voice-Based TV Interface

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Rovi's Natural-Language Spoken-Voice Interfaces, Supporting Two-way Dialogue Between Users and Their TVs, to Debut at DISH

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Rovi Corporation (NASDAQ: ROVI) today announced that DISH plans to add Rovi Conversation Services' natural-language spoken-voice interface to a portfolio of products. Throughout 2015, DISH plans to integrate Rovi's voice technology into its DISH Explorer second-screen app for iPad, Hopper Voice remote, and DISH Anywhere app for on-the-go viewing from mobile devices. This will enable DISH customers to use everyday spoken language to search shows and movies across live television, recordings and Video-on-Demand catalogs.

"Consumers seek a television experience that gets them to their shows with minimal hassle," said Vivek Khemka, senior vice president of product management at DISH. "DISH is committed to implementing the best technology for our customers, and we believe the introduction of voice recognition will provide them with a more intuitive search experience. We selected Rovi as our voice technology provider as they have demonstrated a deep understanding of semantics and natural-language capabilities."

"As a leader in conversational interfaces for video and television services, Rovi is at the forefront of developing new semantic natural language technologies that enable consumers to talk to their TVs as if they were having a conversation with another person rather than a device," said Daren Gill, vice president of products, advanced search and recommendations at Rovi. "Given the scale of DISH's subscriber base, we hope to significantly shift the public perception of how people can discover and navigate content with next-gen semantic technologies in ways that have not been possible before."

Rovi Conversation Services provides a fluent, error-tolerant, voice solution that delivers convenience and control exceeding today's typical command-driven voice systems. Its next-generation conversation interfaces allow free-flowing dialogue that delivers fast and contextually relevant search results. Rovi achieves this through predictive semantic intelligence and a deep understanding of entertainment within a real-world context.

For example, a user who can't remember the name of a specific movie could just ask, "What's the name of that movie about the great mathematician who suffered from schizophrenia?" Rovi will return with A Beautiful Mind and showcase any options for watching the movie. It additionally allows the user to ask follow-up questions and carry on a natural conversation, such as "Who stars in the movie?" or "What role does Russell Crowe play in the movie?" or "Show me other movies that deal with schizophrenia." In all instances, Rovi will understand the conversational pivot and make semantic connections to return correct answers and relevant content. The system is also capable of talking back to users to clarify queries, make suggestions or confirm the user's request.

Rovi Conversation Services is powered by a dynamic Knowledge Graph, which maintains semantic, real-time information on more than 100 million entertainment-related entities, like program titles, celebrity names, brands and other relevant elements. This enables Rovi to anticipate viewers' preferences by applying a range of contextual relevance filters that take into consideration the time of day, day of week and location.

About DISH

DISH Network Corp. (NASDAQ: DISH), through its subsidiaries, provides approximately 13.978 million pay-TV subscribers, as of Dec. 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit www.dish.com.

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About Rovi Corporation

Rovi is leading the way to a more personalized entertainment experience. The company's pioneering guides, data and recommendations continue to drive program search and navigation on millions of devices across the globe. With a new generation of cloud-based discovery capabilities and emerging solutions for interactive advertising and audience analytics, Rovi is enabling premier brands worldwide to increase their reach, drive consumer satisfaction and create a better entertainment experience across multiple screens. Rovi holds over 5,000 issued or pending

patents worldwide and is headquartered in Santa Clara, California. Discover more about Rovi at Rovicorp.com.

Forward-Looking Statements

All statements contained herein that are not statements of historical fact, including statements that use the words “will” or “is expected to,” or similar words that describe the Company’s or its management’s future plans, objectives or goals, are “forward-looking statements” and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of the Company to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in the Company’s most recent report on Form 10-K for the period ended December 31, 2014, and such other documents as are filed with the Securities and Exchange Commission from time to time (available at www.sec.gov). The Company assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

Rovi Corporation

Stacey Hurwitz, (617) 710-9171

or

DISH

Danielle Johnson, (303) 723-2191

Source: Rovi Corporation