



North American Cable Equipment
AN AUTHORIZED DEALER

Dealer

1. Who is E-Guide Services?

E-Guide Services, Inc.,(EGS) is a leading provider of high performance and fully customizable electronic program guides. EGS delivers accurate and up-to-date TV listings content along with targeted local, regional and national advertising, bringing a dynamic experience to television.

2. What is E-GuideTV?

E-GuideTV is a real-time television guide channel customized to engage viewers and keep them in the know with up-to-date TV listings, local and national advertisements, local time and date. *E-GuideTV* minimizes calls to the front desk regarding TV programming questions, while eliminating extra cost associated with printed in room channel line-up cards.

3. We get paid commissions to install the E-GuideTV Service? What's the catch?

There is no catch! Yes, it sounds cliché, but there isn't. EGS is able to provide this service absolutely free to hotels through revenues produced through paid advertisements.

4. Can E-GuideTV be used with an existing pay-per-view or free-to-the-guest provider?

Absolutely!! *E-GuideTV* works with all the major pay-per-view and free-to-the-guest providers. We select an open frequency on the cable or satellite system to ensure minimal conflicts, if any, with your existing channel lineup or provider.

5. How do the TV listings and advertisement content get updated?

EGS uses the Internet to distribute and update your property TV listings and advertisements.

6. How long does it take to install the service?

Generally the installation of the service takes anywhere from two (2) to eight (8) hours depending on the results from the site survey. In general, the initial demographic roll out of the *E-GuideTV* Service will begin in the Top 20 DMAs (*Designated Market Areas*). See page 12 of the overview manual for a list of the Top 20 DMAs. All installations in these markets are generally completed within four (4) weeks

7. Can properties advertise on the adBoard, adView, and adBanner?

Properties can purchase advertising time on the adBoard, adView and adText at wholesale pricing. The adBanner is reserved for National Sponsorship only.



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8. What is the adBoard?

The adBoard is a static advertisement displayed like a billboard above the local TV listings. The adboard's location, size and airtime make for a very impactful advertising space. Advertisements on the adBoard are displayed in 30 second increments and rotate hourly, giving the advertiser 720, 30 second views per room, per month.

9. What is the adView?

The adView is designed for a 30 second commercial. Displayed directly above the TV listings with full sight, sound, motion and color, the location, size and airtime make for a very impactful advertising space. Commercials in the adView are also displayed in 30 second increments and rotate hourly, giving the advertiser 720, 30 second views in a single room per month.

10. What is the adText?

The adText area of the screen allows for text message advertisements (*50 characters each*) to be showcased in 10 second rotations.

11. What is the adBanner?

The adBanner is a static advertisement that appears at the beginning of the TV listings. Shown approximately every 2 minutes, The adBanner is prime positioning for advertisers. On a two-minute rotation, the adBanner is displayed approximately 720 times per day for 10 seconds for a total of 21,600 views per month in a single room. *The adBanner is reserved for National Sponsorship only.*

12. How can we make additional revenue with EGS?

EGS allows you to purchase blocks of time on the adBoard, adView and adText in which you can retail out to local, regional or national advertisers. To request more info about this opportunity, contact EGS advertising at sales@egstv.com.

13. Do we have to sell advertising to make our commission?

No, you are not required to produce ad sales for your property's *E-GuideTV* system. EGS' sales



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staff sells the advertising for each property to help in the offset of monthly maintenance, equipment, installation and setup costs.

14. What kind of advertising content is allowed?

EGS allows only "Family Oriented" ads (*No 900 numbers or Adult Content advertisements allowed*). Should your property or management group purchase blocks advertising time to resell within your properties, it is at your discretion what you will and will not allow to be played in-room on *E-GuideTV* within those designated timeslots.

15. Does my property need any specific technology in order for *E-GuideTV* to work effectively?

EGS requires access to your High Speed Internet Connection (*T1, Cable or DSL modem*) for daily programming updates in order for the *E-GuideTV* system to work.

16. If the property has a headend that uses Dish Network, Cband and DIRECTV. Can I use the *E-GuideTV* service?

Absolutely. Who you get your programming from does not affect us. All of the television guide data comes from our servers to your TVs through a phone or internet connection.

17. The *E-GuideTV* channel is displaying "No listings data", what happened?

This happened because our servers have not been able to connect to your server for updates. Contact NACE Customer Support at 1-800-688-9282 for assistance in troubleshooting your system.