

PRESS RELEASE

Dish TV India introduces 'Orbit'; a new User Interface for its Dish SMRT & d2h Magic range of connected devices

~The new UI comes with a wide range of new features and brings even more seamless experience for users in a highly-integrated way~

New Delhi, 20 December, 2019: In an endeavour to enable consumers to have seamless TV & online viewing experience, **Dish TV India Limited**, world's largest single-country DTH Company today announced roll-out of '**Orbit**', its new user interface for its recently launched SMRT & Magic range of connected products for both its brands DishTV & d2h. Orbit is packed with an array of exciting features addressing best of aggregated content from various traditional and online sources available on the platform.

With a simple yet exceptional UI design, Orbit is developed to create a balance between entertainment and information by providing smooth integration of Live TV, OTT, and other value-added services. Dish TV India collaborated with Tata Elxsi for doing the UX enhancements for its connected devices. Thorough consumer research, interaction modelling, multiple rounds of UI design testing were conducted to provide a simple, attractive and engaging interface, resulting in efficient and all-rounder user experience. The new interface will leverage artificial intelligence and machine learning to make it easier to find content on TV where users are restricted to traditional remotes.

Commenting on the association, **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Ltd**, said, *"With the broadcast industry adopting technology at such a rapid pace, consumers today are more empowered and better informed than ever before. They expect high performance and top end innovation along with aggregated content. At Dish TV India, we are continuously customizing our offering based on the needs of the customer; we are delighted to launch Orbit in association with Tata Elxsi, with functionalities such as search, navigation and browsing, so that a large base of our audience has an even more engaging hybrid experience on our service. With this, we hope to continue to remain the most preferred choice for consumers."*

"Consumers have entrenched habits associated with TV viewing. Yet there is a need for a better and more intuitive experience for navigation and consumption in this new age of digital products. Tata Elxsi has decades of experience in this space, both in design and in technology creation. Working closely with our development engineers, we were able to create a completely new, yet intuitive user experience for the users. This not only created a robust product performance but also created a visual identity and a branded experience for our client Dish TV India Ltd," said **Mr. Narendra Ghate, Chief Designer, Tata Elxsi**.

The new UI will allow the users an access to the featured content and simultaneously to all the new and trending content available on different OTT apps with deep-linking support. A dedicated '**My Zone**' section is designed to quickly access items pinned by user along with recommendations personalized basis one's preferences. The refreshed look is now live for Dish SMRT and d2h Magic range of products and would soon be rolled out on recently launched Android set-top box Dish SMRT Hub.

**About Dish TV India Limited:**

Dish TV India Limited is India's leading direct-to-home (DTH) Company with a subscriber base of more than 23.94 million. Dish TV India Limited owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including SES-8, GSAT-15 and ST-2 and has a bandwidth capacity of 1278 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 700 channels & services including 31 audio channels and 71 HD channels & services. The Company has a vast distribution network of over 3,600 distributors & around 399,000 dealers that span across 9,400 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 22 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishtv.in

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