



HHICC PRESENTATION RoKu THE AMAZING DEVICE

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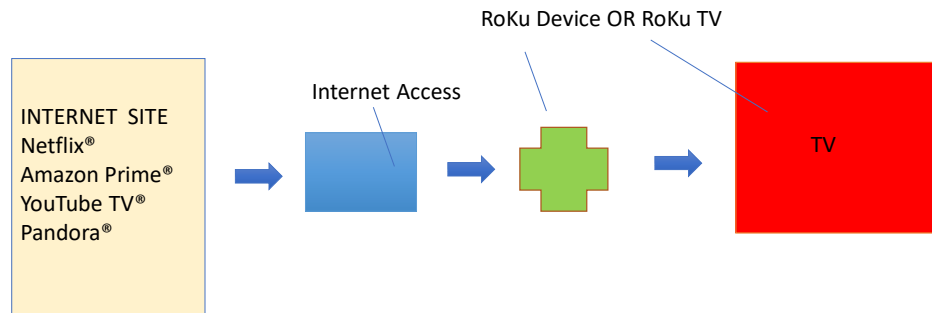
GOAL AND AGENDA

- GOAL – TO PROVIDE A FULL VIEW OF FEATURES AVAILABLE FROM THE AMAZING RoKu STREAMING DEVICE
- AGENDA
 - RoKu – BACKGROUND
 - HOW RoKu FITS INTO STREAMING SYSTEMS
 - RoKu
 - DEVICE OR BUILT INTO TV
 - HOME SCREEN
 - REMOTE FUNCTIONS
 - TIPS AND TRICKS
- DEMO – KEY FEATURES
- CAUTION RoKu IS CHANGING ALL THE TIME SO RECOGNIZE THAT WHEN YOU SHOP FOR NEW EQUIPMENT.

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RoKu ENABLES OUTSTANDING STREAMING

- RoKu system makes it possible to access and stream (view) content from the internet primarily to your television



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RoKu - BACKGROUND

- **FOUNDER -Anthony Wood** founded Roku in 2002 and has been its CEO since then. Recognized early that streaming could replace cable. **Anthony** also briefly served as Vice President of Internet TV at Netflix.
- **NAME** -Comes from the Japanese word 六 (**roku**) meaning "six" and was named because it was the sixth company that Anthony Wood .
- **BUSINESS MODEL** - **Roku** sells devices inexpensively and generates revenue from advertising sales, subscription and transaction revenue share, sales of branded channel buttons on remote controls, and licensing arrangements with TV brands and service operators.

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RoKu – THE CLEAR LEADER

• MARKET SHARE

- RoKu 32%
- AMAZON FIRE TV® 12%
- SAMSUNG® 11%
- GOOGLE® (ANDROID® AND CHROMECAST®) 9%

2020 SHIPMENTS

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RoKu – DID
YOU INVEST ?



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RoKu IS A “VERY SMART” SYSTEM

STREAMING CAPABILITY STAND ALONE DEVICE OR BUILT INTO TV

CONVENIENT EITHER WAY

- BUILT IN - THERE IS NOTHING TO INSTALL
- DEVICE – PLUG IN ANYWHERE – IT REMEMBERS

SINGLE REMOTE CONTROLS TV FUNCTIONS

KEY FEATURES ARE

- SEARCH FUNCTION,
- EASY TO NAVIGATE BETWEEN SITES (CHANNELS),
- AUTOMATIC UPDATES OF SYSTEM
- LOTS OF FREE CONTENT

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RoKu REMOTE

- CAN BE THE “ONLY REMOTE”
- CONTROLS TV – ON/OFF AND VOLUME
- CONTROLS STREAMING FUNCTIONS (PAUSE, FF ETC.)
- DOES VOICE SEARCHES
- NAVIGATES RoKu ON SCREEN SYSTEM
- CAN ALSO BE ADDED AS APP TO SMART PHONES
- SHORT-CUTS TO MAJOR CHANNELS (NETFLIX®, SLING®, ETC.)

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RoKu DEVICE MODELS AND SETUP

- RoKu MODELS – EXPRESS
 - PREMIER
 - STREAMING STICK
 - STREAMING STICK HEADPHONE EDITION
 - ULTRA -
- SET UP – SEPARATE HHICC CLASS

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Which product is right for me?

There's a Roku streaming player or Roku TV for everyone.

Want a player that will connect to your current TV?

[See all your options >](#)



Want a TV with the Roku streaming experience built in?

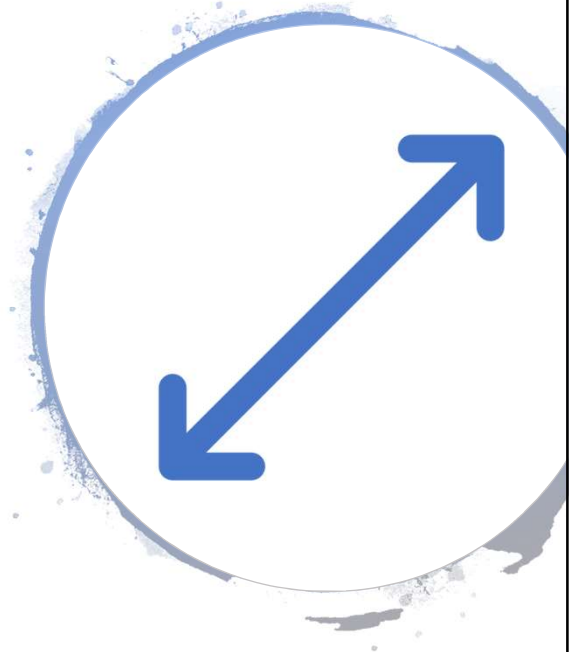
[Learn more about Roku TVs >](#)



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RoKu CHANNELS – (PATHS TO THE INTERNET SITE)

- CONSTANTLY UPDATED AND INCREASING CHOICES
 - ALL FREE TO ADD
 - CAN MOVE AND ORGANIZE
 - SOME FREE TO USE
 - SOME ARE STAND ALONE SUBSCRIPTION
 - RoKu ADD ON SUBSCRIPTION OPTION
 - SOME NEED PROVIDER (CABLE OR SAT) SUBSCRIPTION



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UPDATE ON STREAMING OPTIONS

- PREMIUM SERVICES – AVAILABLE IN VARIETY OF WAYS
 - SHOWTIME®
 - HBO®
 - STARZ®
- STREAMING SERVICES - MOVIES AND SERIES
 - NETFLIX®
 - AMAZON® PRIME VIDEO
 - APPLE® TV +
 - PEACOCK®
 - PLUTO / FUBI ETC....
- LIVE TV
 - YOUTUBE®TV
 - HULU®
 - SLING®
 - SPECTRUM® APP
 - HAYSTACK* (LOCAL FEEDS)

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RoKu CHANNEL

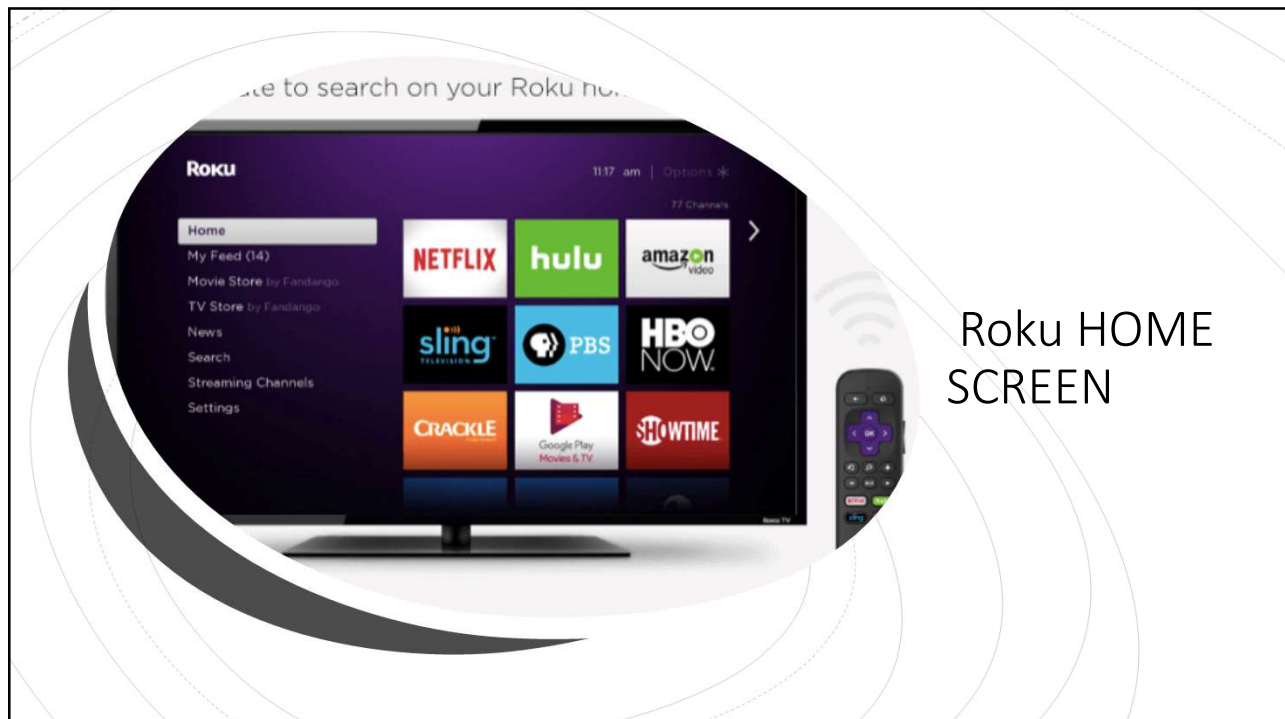
- FREE MOVIES
- FREE SERIES
- OLD SHOW SITCOMS– BONANZA , BEVERLY HILLBILLIES...
- ACCESS TO PREMIUM SUBSCRIPTIONS
- SOME LIVE TV
- SOME CONTENT EXPIRES

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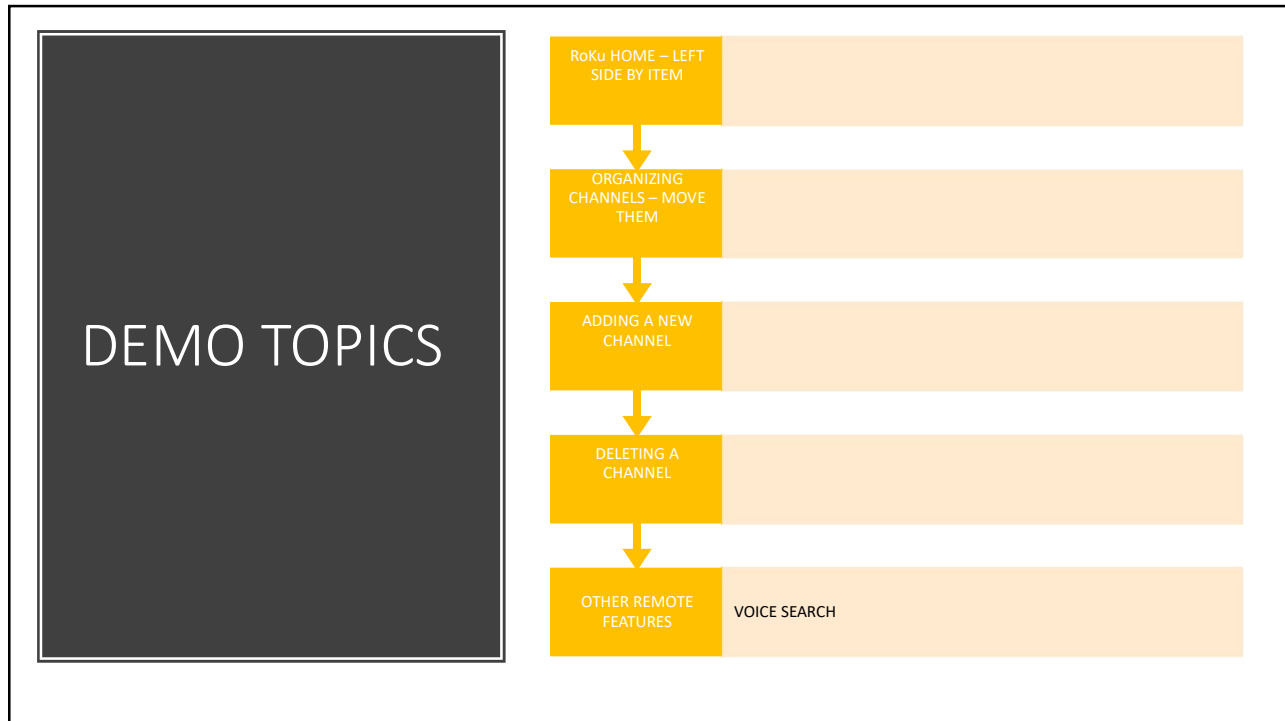
TIPS AND TRICKS - CHANNEL

- PERSONALIZE HOME SCREEN
- FREE CONTENT
- VOICE REMOTE SEARCH
- MOBILE APP
- WIRELESS SPEAKERS
- WATCH RoKu CHANNEL ON PHONE
- GUEST MODE
- ANTENNA TV FEATURES

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How do I set it up?

It's easy!

Power up your Roku device

Roku players
Plug into your TV

Connect the Roku device to the internet

Modem/router

Create a Roku account and activate your device

Happy streaming

Tip: All Roku players connect to your TV with HDMI. Roku Express+ adds the option to connect via a composite cable which works with older TVs.

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