

Introducing SHAW EXO

The Ultimate Network Has Arrived

Shaw has always been committed to delivering our customers the best in entertainment and technology offerings – and today we're excited to launch SHAW EXO.

“EXO” means outside of the usual experience, aspirational, future forward and beyond the competition. Simply put, SHAW EXO represents the power of the network to deliver the best products and services to Shaw customers. It's a promise to customers that Shaw will continue to innovate, to lead and to provide the latest in technology and entertainment offerings.

SHAW EXO TV brings customers the highest quality and best selection of entertainment options, including:

- Amazing High-Definition TV quality that customers can't get anywhere else – thanks to a higher bit rate Shaw delivers superior TV picture quality to customers.
- Gateway customers can now experience movies in full 1080p High-Definition – soon all Shaw customers will be able to experience this unparalleled technology.
- Choose from the largest selection of On Demand content at EXO.SHAW.CA. Shaw's newly redesigned On Demand library has over 7,000 titles On Demand, including more than 1,200 in stunning HD.
- Catch up on episodes of your favourite shows with SHAW EXO On Demand. The top 20 TV shows from Global, CTV and Citytv are now available to Shaw customers with SHAW EXO On Demand.

SHAW EXO Internet means the fastest Internet speeds in Canada and unlimited possibilities for the future.

- Shaw offers the fastest Internet speeds in Canada, with speeds reaching up to 250 Mbps in many communities. This means customers can stream videos, play games and surf the net on multiple devices without sacrificing speed.
- With SHAW EXO WiFi trials currently open to Shaw residential customers in Vancouver and Calgary, Shaw customers will soon be able to take their Internet experience with them on the go. Whether in the park or on the bus, your Shaw Internet travels with you.

SHAW EXO Bundles mean entertainment on your terms.

- You choose the SHAW EXO experience that meets your needs by picking the packaging and hardware that works best for you. Bundles are available from Small to X-Large.

The ultimate network has arrived and the possibilities for Shaw customers into the future are endless.

For more information about SHAW EXO or the services Shaw offers, please visit SHAW.CA.



Top Reasons to Love SHAW EXO

- SHAW EXO is the name of Shaw's superior network that delivers the best in entertainment to new and existing customers. With the upgraded network comes more HD content, faster Internet speeds and new user interfaces.
- "SHAW EXO" means outside of the usual experience, aspirational, future forward and beyond the competition.
- The newly launched EXO.SHAW.CA has the largest On Demand library in Shaw's footprint with over 1200 HD titles. More and more content is available to order and watch via your TV or over your laptop.
- Not home to catch your favorite primetime shows live? Customers can now catch up on the top 20 shows on Global, CTV and CITY TV 24 hours after they air with SHAW EXO On Demand.
- SHAW EXO TV means the best HD signal around and for customers with a Shaw Gateway, it means they can watch On Demand titles in 1080p — the highest in-home picture quality offered. Only with Shaw.
- Looking for value and simplicity? Look no further than the new Small, Medium, Large and X-Large Bundles. The best in technology at an everyday price.
- Shaw has Canada's fastest Internet, with speeds up to 250 Mbps! That means more downloading and streaming of your favorite content without ever having to wait. This is up to 10 times faster than speeds offered elsewhere.
- SHAW EXO WiFi extends your Internet experience beyond your home into public locations such as malls, parks and public transportation areas.

Frequently Asked Questions

Q: What is SHAW EXO?

A: SHAW EXO is Shaw's newly upgraded network, delivering superior products and services that enhance your entertainment experiences.

Q: Is EXO an acronym? What does it mean?

A: No, EXO is not an acronym. The naming research definition for the word EXO is: outside of the unusual experience, aspirational, future forward and beyond the competition.

Q: Is the Digital Network Upgrade project the newly upgraded network we are referring to?

A: The Digital Network Upgrade project is what makes SHAW EXO possible.

Q: What do I get with SHAW EXO?

A: SHAW EXO is what your devices have been waiting for. With Canada's fastest Internet, the largest On Demand library and WiFi launching soon – there's no end in sight. Watch for new product releases with all of Shaw's services. It's the beginning of endless possibilities.

SHAW EXO TV delivers new interfaces, the best picture quality and content. Our new interfaces start with a new On Demand website and new guide experiences coming this year. The best picture quality will be showcased through 1080p On Demand movies and Shaw's superior picture quality. Access to the largest On Demand library, featuring the largest HD selection with over 1,200 titles, provides customers with the most On Demand content. Additionally, select On Demand content is available for streaming online ... and this is just the beginning.

Q: How does SHAW EXO TV differ from other TV providers?

A: SHAW EXO TV, powered by the SHAW EXO network, starts with new best in class interfaces like the new On Demand website. The SHAW EXO network also allows us to deliver the best picture quality and the largest On Demand library with over 1,200 HD titles available.

Q: How is SHAW EXO TV picture quality superior to other TV providers?

A: SHAW EXO TV picture quality is superior in two key ways, the first is we offer the best quality EXO On Demand content with 1080p movies, and the second is Shaw offers a high bit rate for all TV content. Other TV providers use a lower bit rate or a compressed TV signal. When you compress a TV signal, you lose data and lower the picture quality. With the SHAW EXO network, you experience the best possible HD picture quality.

Frequently Asked Questions

Q: As a Shaw Direct customer, do I have access to SHAW EXO?

A: At launch, SHAW EXO is only available to Shaw residential customers. As new enhancements are launched for Shaw Direct, they will launch under the SHAW EXO name.

Q: I'm a Shaw Business customer, do I have access to SHAW EXO?

A: At launch, SHAW EXO is only available to Shaw residential customers. As new products are introduced for Shaw Business, they will be introduced under the SHAW EXO name.

Q: What is SHAW EXO On Demand?

A: SHAW EXO On Demand is a new website that provides access to the entire On Demand library. Shaw Gateway customers already have access to SHAW EXO On Demand on their TV through their Shaw Gateway hardware. Other new guide interfaces will launch this year, offering more customers the SHAW EXO On Demand experience through hardware.

Q: How do I access SHAW EXO On Demand?

A: SHAW EXO On Demand can be accessed in a variety of ways. Today all customers can view the entire On Demand library on EXO.SHAW.CA and stream select content online or watch it on their TV. The library can also be viewed in its entirety on the Shaw Gateway.

Q: What if I don't have a Shaw Gateway? Can I still access SHAW EXO On Demand?

A: Yes, TV customers with digital or HD hardware can access SHAW EXO On Demand at EXO.SHAW.CA.

Q: What if I already have a Shaw Gateway?

A: If you already have a Shaw Gateway, you have access to the entire SHAW EXO On Demand library right on your TV. You are also the first to enjoy the superior picture quality of 1080p SHAW EXO On Demand movies available exclusively to Shaw Gateway customers!

Frequently Asked Questions

Q: Can I have access to SHAW EXO even though the Digital Network Upgrade has not been completed in my area?

A: Yes! SHAW EXO is not dependent on Digital Network Upgrades. Many SHAW EXO features and services are available without the increased network bandwidth and tier reclamation. As the Digital Network Upgrade is completed across Shaw's footprint, even more and exciting SHAW EXO features and services to be launched. Stay Tuned!

Q: What's next for SHAW EXO?

A: Shaw is committed to bringing advances to enhance the entertainment experience. SHAW EXO is the network that enables these advances.

In 2011, Shaw announced its decision to move into the WiFi game. SHAW EXO WiFi extends the Internet experience beyond the home into public locations such as malls, parks and public transportation areas. We are excited to begin a limited trial in select cities with plans to launch hundreds of new WiFi locations over the coming months. The SHAW EXO WiFi Trial is available at no cost to Shaw residential Internet customers. SHAW EXO is the beginning of endless possibilities.

Q: Is there an offer for SHAW EXO TV?

A: SHAW EXO TV is not a TV package with a set number of Standard- or High-Definition channels. SHAW EXO TV is the quality and the content provided through our advanced hardware and network. SHAW EXO TV is superior, but attainable by all Shaw residential customers. You choose the SHAW EXO experience that meets your needs by picking the packaging and hardware that works best for you. SHAW EXO is entertainment on your terms.

Please visit SHAW.CA for SHAW EXO bundle pricing information.