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## **Hughes Expands Video-based Solutions Designed to Keep Employees and Customers Informed, Happy and Loyal**

### **New Digital Associate and Digital Bulletin Board will be on display at Digital Signage Expo**

GERMANTOWN, Md., Feb. 25, 2013 /PRNewswire/ -- Hughes Network Systems, LLC (HUGHES), the global leader in broadband satellite solutions and a leading provider of managed network services, will unveil at [Digital Signage Expo](#) the latest additions to its digital media solutions lineup designed to increase employee and customer satisfaction through high-impact video.

(Logo: <http://photos.prnewswire.com/prnh/20110112/NE29456LOGO>)

[Hughes Digital Associate™](#) is an innovative customer-facing digital media solution that emulates a typical sales associate interaction. It enables customers to easily browse products and services on a touchscreen display and drill down into the details using engaging videos, graphics and photos. One of the world's most popular outfitter brands uses Hughes Digital Associate to provide its customers a unique shopping experience through on-demand video tutorials designed to guide them to the products that best meet their needs. Read the case study [here](#).

The [Hughes Digital Bulletin Board™](#) is a flexible and dynamic solution for employee communications, enabling organizations to deliver timely and relevant information and keep it up-to-date. See a demo [here](#). These new solutions join [Hughes Digital Concierge™](#) and [Hughes Breakroom TV™](#), offering the widest and most flexible range of options available for communicating and engaging people with video.

"Hughes Digital Media Solutions are designed for businesses to easily and creatively solve their customer and employee communication challenges using high-impact digital media and video," said Mike Tippetts, vice president, Hughes Solutions Group. "As the names imply, each solution - the Digital Associate, Digital Bulletin Board, Breakroom TV and Digital Concierge - solves a specific business challenge, and is delivered as a comprehensive Hughes managed service offering for enterprises of all sizes."

Hughes digital media solutions are ideal for highly distributed enterprises with many branch locations such as retail, food, hospitality, financial services and convenience stores. From live TV, video-on-demand and corporate communications, to customer service, news and localized information, Hughes can tailor a digital media solution that meets the business need, whether improving employee performance, enhancing corporate branding or retaining customer loyalty.

Hughes solutions include all hardware, installation, customizations and 24/7 support; cloud-hosted signage and the broadband network to distribute content can also be provided, making it easy to deploy a successful signage solution while reducing IT workload.

### **See Them All at Digital Signage Expo**

All four Hughes digital media solutions are available immediately. Also on display will be a future solution demonstration designed to give our customers a sneak preview of things to come. These solutions can be seen in action at Hughes booth #622 at the Digital Signage Expo 2013 in Las Vegas Feb. 27-28. DSE 2013 is the world's largest international trade show dedicated to digital signage, interactive technology, and out-of-home networks.

### **About Hughes Network Systems**

Hughes Network Systems, LLC (Hughes) is the world's leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services and solutions for enterprises and governments globally. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 3.3 million systems to customers in over 100 countries, representing over 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com).

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