



December 15, 2016

Hughes Introduces ActiveClassifier™ Technology For Wide Area Enterprise-Grade Networks

Newest Innovation in HughesON™ Solutions Suite Transforms Ordinary Broadband Connections into Enterprise-Grade WANs

GERMANTOWN, Md., Dec. 15, 2016 /PRNewswire/ -- [Hughes Network Systems](#), LLC (HUGHES), a leading global provider of managed network solutions and services, today introduced the newest innovation in its suite of HughesON™ ActiveTechnologies™ that transforms ordinary broadband connections into fast, application-aware enterprise-grade Wide Area Networks (WANs).



Hughes ActiveClassifier is a WAN optimization technology that automatically analyzes traffic flows in real time, intelligently classifying business critical applications such as POS, video, VoIP, and cloud apps. ActiveClassifier ensures applications are mapped to the right class of service, and in conjunction with other Hughes ActiveTechnologies, delivers effective prioritization over the WAN. Furthermore, ActiveClassifier technology eliminates the onerous administrative overhead typically associated with defining fixed traffic rules and access lists.

Ideal for multi-branch organizations seeking to cost-effectively deliver high-performance, high-bandwidth networking to branch locations - including retail, restaurant, hospitality, financial services and government agencies - ActiveClassifier opens the way to augment or even replace their expensive MPLS networks using broadband via cable, DSL, or LTE. ActiveClassifier includes domain-based classification that enables an enterprise to prioritize business-critical cloud applications and websites over general employee or guest Internet traffic.

"Networks are getting hit with more demands every day as organizations adopt a flood of new applications - many of which are cloud based," said Mike Cook, senior vice president, North American Division at Hughes. "Many times the applications have not been introduced through the IT or Network teams, potentially causing bandwidth conflicts and bringing the network to its knees. ActiveClassifier helps protect all critical applications by identifying and dynamically prioritizing the traffic and adapting to the new application mix. Low-cost broadband connections can now be used in the context of a high-performance Enterprise WAN, helping keep businesses one step ahead of the next big bandwidth demand."

In an independent evaluation by The Tolly Group, Hughes ActiveTechnologies demonstrated highly effective prioritization of transactional traffic (5X improvement) and multiple web-based applications (7X improvement) on a congested broadband transport. These improvements resulted in significantly faster application processing times and an improved end-user experience.

How It Works

ActiveClassifier is a premises-based technology built into Hughes branch gateway devices. It automatically identifies different types of data and applications, and tags them with specific priority settings to deliver real-time quality of service over the WAN. For busy or understaffed IT departments, ActiveClassifier eliminates the time-consuming process of configuring rules to classify and prioritize traffic, using advanced heuristics algorithms to do these functions.

ActiveClassifier is available immediately and is built into all Hughes HR4700 Branch Gateway devices. For more information about ActiveClassifier and other HughesON ActiveTechnologies, visit business.hughes.com/solutions/network-solutions.

About Hughes Network Systems

Hughes Network Systems, LLC (Hughes) is the global leader in satellite broadband for home and office, delivering innovative technology solutions and a comprehensive suite of HughesON™ managed services for enterprises and governments worldwide. 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 5 million systems to customers in over 100 countries, representing approximately 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. Follow [@Hughes_Corp](https://twitter.com/Hughes_Corp) on Twitter.

About EchoStar

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite and video delivery solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its EchoStar Satellite Services, EchoStar Technologies and Hughes Network Systems business segments.

For more information, visit echostar.com. Follow [@EchoStar](https://twitter.com/EchoStar) on Twitter.

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