



EchoStar Europe Wins Technological Breakthrough Award

EchoStar (IBC2011; hall 1, stand F76) secures a third major industry award for its state-of-the-art SlingLoaded(R) technology with the Freesat+ HDS-600RS DVR.

LONDON, UNITED KINGDOM -- (MARKET WIRE) -- 09/13/11 -- Editors Note: There is a photo associated with this press release.

[EchoStar Europe](#) (NASDAQ: SATS), a leading supplier of added-value, connected device solutions to the digital TV industry, announced today that it has secured the highly coveted 'Technological Breakthrough of the Year' honour at the inaugural [ConnectedWorld.TV](#) awards in Amsterdam. At a high profile ceremony hosted by Spencer Kelly of Click, the BBC's flagship international technology programme, and attended by industry heavyweights including James Cameron, the ConnectedWorld.TV Awards celebrated the very best in the content, concepts and devices that are driving growth in the business of content everywhere.

The judging panel of international experts spanning the electronic media and online worlds singled-out EchoStar's HDS-600RS as the device/technology that has had the biggest impact on expanding the business of content everywhere. The SlingLoaded HDS-600RS was selected from a shortlist of 7 competing nominations - more than 150 entries were received in total for a number of categories from organisations in 27 countries across Europe, Asia Pacific and the Americas.

Judging panellist and experienced connected TV industry commentator Joe O'Halloran commented, "The new ConnectedWorld.TV awards were extremely hard fought with a high number of entries from the industry's leading technology companies." O'Halloran continued, "It is extremely pleasing to see so many exciting and innovative product solutions being launched to support TV operators' needs to deliver enriched entertainment services to multiple devices."

EchoStar Europe launched the world's first HD digital video recorder (DVR) to combine Freesat+ features with [Sling Media's](#) unique place-shifting ability in March this year. Achieving critical acclaim in the UK press, the product enables users to watch and manage their live and recorded TV remotely anytime, anywhere, via 3G or Wi-Fi, with no additional monthly fees. Additionally, viewers can access over 150 digital channels, including HD, watch On Demand services and the ability to pause, rewind and record TV, all subscription free. There's seamless access to catch-up TV including BBC iPlayer, with other connected TV services including ITV Net Player to follow.

The platform was designed to ensure that operators can deliver a compelling TV Anywhere experience, enabling them to secure multiplatform revenue streams by providing customers with greater flexibility to engage on-the-go lifestyles.

Rhod Williams, General Manager, EchoStar Europe said, "We are absolutely delighted to have our product highlighted as a technology breakthrough and to win such a prestigious industry award." He continued, "Multi-screen delivery has provided a focus at IBC this year and as a pioneer in the TV Anywhere space we are constantly innovating to ensure that operators can deliver the converged services to their consumers wherever they are, anytime and anywhere."

This press release is issued by Eldon Technology Limited trading as EchoStar Europe. Eldon Technology Limited is a company registered in England and Wales No. 2211701 and having its registered office at Becksides Design Centre, Millennium Business Park, Station Road, Steeton, Keighley, West Yorkshire, BD20 6QW, UK.

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To view the photo associated with this press release, please visit the following link:

<http://www.marketwire.com/library/20110913-HDS8.jpg>

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