



Hughes Launches Breakroom TV Solution for Enterprises

Integrated video solution boosts employee performance, loyalty and expertise with rich video content

GERMANTOWN, Md., March 1, 2012 /PRNewswire/ -- Hughes Network Systems, LLC (HUGHES), the global leader in broadband satellite solutions for home and office, and a premier provider of managed network services, today announced a new, video-driven solution for enterprises to improve employee performance, satisfaction, and expertise.

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

Hughes [Breakroom TV](#) is an integrated video communications and employee information system delivered as a turnkey service by Hughes. Through a centrally managed network of flat-screen televisions in employee breakrooms and other areas, enterprises can deliver customized company content and "infotainment", including live TV, keeping their employees more informed, loyal, and satisfied at work. As a result, Hughes Breakroom TV leads to improved employee morale and retention, and contributes directly to a company's bottom line through higher sales and better customer experiences.

"A number of leading companies are looking to improve the customer experience by improving the employee experience," said Mike Tippets, vice president, Hughes Solutions Group. "Hughes Breakroom TV is designed to make the breakroom more enjoyable by providing employees live TV along with important company information tailored to their needs. It's an effective and fun way for employees to consume and retain information—and the result is happier, smarter employees who improve the brand and customer experience."

Using the Hughes Breakroom TV solution, multi-branch retailers can keep employees updated on their store's performance relative to other locations, motivating the team to improve their results. They can cultivate employee loyalty by showcasing their contributions to meeting company goals and to the local community. And they can improve employee expertise by keeping them up-to-date about new products, services, and other training knowledge.

Hughes Breakroom TV lets companies tailor content and messages to each store's needs. It is managed through a web browser where content can be easily ingested, scheduled and managed. Users can mix and match videos, still images, web pages, and multiple information feeds to create engaging viewer experiences for employees to enjoy. Content can include a store-by-store customized information ticker, live broadcast HDTV, new product information and videos, store news, company benefits information, and much more.

Hughes Breakroom TV includes all the hardware and installation necessary to distribute the content within each site including the media servers, players, TV receivers, and digital displays and all can be installed by Hughes.

As part of the managed service, Hughes provides several support options, including 24X7 telephone support for remote sites, and Tier 3 support to the customer's own help desk staff. Hughes also provides onsite field maintenance services.

Hughes Breakroom TV is available now, and will be on display at the Hughes booth (#1019) at [Digital Signage Expo](#) in Las Vegas, March 6-9, 2012. Mike Tippets and other Hughes Solutions Group members will be at the booth to discuss this solution and other digital media offerings from Hughes.

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 2.8 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.

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