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Hughes and SSL Digital Bring Advanced Digital Signage Network to Mexico's Banorte - Ixe Bank

GERMANTOWN, Md., April 28, 2014 /PRNewswire/ -- [Hughes Network Systems](#), LLC (Hughes), the global leader in broadband satellite solutions and services, today announced that it has been awarded a contract by SSL Digital (Satellite Store Link) for 1,400 HX90 broadband satellite terminals to deliver digital video and signage content to Banorte - Ixe, the third largest bank in Mexico.



SSL Digital, a wholly owned subsidiary of Grupo Medcom, will manage the network based on a previously operational Hughes HX System, distributing training videos, advertising, and other visual content to bank customers and employees. Terminals will be installed by SSL Digital at more than 1,300 Banorte Ixe branches plus corporate buildings across the country, with Hughes providing local technical support, including network design, configuration, and service from its Mexico City office.

"The efficiency and reliability of the HX System has been excellent, and the scalability enables us to effectively deliver new services to clients such as Banorte - Ixe," said William Narchi, CEO of SSL Digital. "Hughes has been a great supplier to SSL since 2009, delivering reliable technology and expert technical support."

SSL Digital is the largest service provider of digital signage solutions to banks in Mexico, managing more than 13,000 screens across 7,500 locations. The new service will give Banorte - Ixe visually interactive technologies to improve the banking experience and communicate more effectively with customers.

With a powerful set of capabilities, including up to 60 Mbps of multicast throughput, the HX90 is an ideal platform for delivering digital signage services to many locations.

"Research shows that digital signage in banks influences customer purchase behavior, driving demand for new services such as online bill paying, direct deposit, and new mortgages or refinancing," said Nick Marzella, vice president of Latin America sales at Hughes. "We are honored that SSL Digital has expanded its HX System in order to deliver this critical content to its most prestigious banking customer in Mexico.

About SSL Digital

SSL (Satellite Store Link), a wholly-owned subsidiary of Grupo Medcom, provides an integrated corporate communications solution offering services such as Multicast, Dynamic Digital Signage and more. SSL provides complete design, installation, network management, advertising, content development and technical support principally for clients in the sectors of retail banking, pharmaceutical, convenience stores, and more generally, sectors with a highly dispersed network of retail outlets. Based in Mexico City, SSL operates its own private teleport and data center for its customers, offering maximum confidentiality and security. Visit www.ssl.com.mx for more information.

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 4 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.

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