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Hughes Europe Teams with AirTight Networks to Offer High-Performance Secure Wi-Fi Service To Retail Sector

Launched at RBTE 2014, Market-leading solution provides PCI Wireless Scanning & Social Analytics across Europe

MILTON KEYNES, U.K., March 10, 2014 /PRNewswire/ -- Hughes Europe today announced that it has teamed with AirTight Networks to offer retailers a new, secure managed Wi-Fi service that combines PCI wireless scanning and social analytics. Launched at RBTE 2014, 11 March at Earls Court, the new HughesON™ Managed WFi Solution is the first Wi-Fi access and security offering in Europe designed specifically for retail enterprises with distributed outlets.



Combining Wi-Fi access with PCI compliance, wireless security, social integration and analytics, the comprehensive HughesON™ solution not only enhances the user experience but adds value to the business by supporting progressive marketing capabilities—including loyalty programmes.

"Our new HughesON™ WFi managed service features best-in-cloud services and minimal onsite hardware in keeping customers and employees connected," said Christopher Britton, managing director, Hughes Europe. "Building on more than 20 years' experience supporting leading brand names in retail, our managed solutions are designed with future-proofing in mind and support cutting-edge technology across multiple sites without any drama."

The HughesON™ Managed WFi Solution from Hughes Europe is precisely designed to provide retail enterprises with an affordable, easy to use and scalable Wi-Fi access solution that meets their unique business process and customer service requirements, while maintaining PCI compliance and network security.

"An IT director who does not have a marketing manager's ear - and an accompanying buy-in on infrastructure investments - will not last long in today's enterprises," said Simon Hollister, director, EMEA at AirTight. "Marketing teams have the biggest budgets today and now marketing, store operations and IT can collaborate on a Wi-Fi project, turning it from a cost centre to a revenue driver. The HughesON™ Managed WFi Solution from Hughes Europe, powered by AirTight, makes this collaboration a reality."

The Social Analytics feature enables customers to access the Internet via their existing social media accounts, including Facebook, Twitter, LinkedIn or Google +, and allows a retailer to maintain a relationship with its customers after they've left the store. Triggered e-Vouchers can be sent automatically to reward loyal returning customers or to entice the infrequent shopper and advertising links can quickly be established to launch new products or increase popularity.

About Hughes Europe

Hughes Europe is the European operating and sales organisation for Hughes Network Systems, LLC (HUGHES) with facilities in Germany, the UK, and Italy. Utilising its satellite hub earth station and network operations centre in Griesheim, Germany, Hughes Europe provides Hughes broadband satellite and terrestrial solutions to large enterprises, government organisations and small businesses throughout the continent, both directly and through a growing family of value-added service providers. These networks support rapid, reliable transmission of data, voice, video, and multimedia content. For more information, please visit www.hugheseurope.com.

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 organisations, 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.

About AirTight Networks

AirTight Networks is the global leader in comprehensive cloud Wi-Fi solutions. The company's family of products and cloud services combines a true carrier-class multitenant cloud architecture with breakthroughs in Wi-Fi location, user analytics, social engagement, manageability, ease of deployment, and cost effectiveness, as well as AirTight's longtime top-rated WIPS technology. AirTight's global customer base includes leading enterprises in the government, financial, technology/telecom, manufacturing, health care, retail, and hospitality sectors. For more information, please visit: www.airtightnetworks.com, or follow [@AirTight](https://twitter.com/AirTight).

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