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Hughes Europe to Showcase 'Store of the Future' Communications at EuroCIS 2013

Advanced in-store technologies with fully managed service enables enhanced interactive customer experience

GERMANTOWN, Md., Feb. 13, 2013 /PRNewswire/ -- At EuroCIS 2013, Hughes Europe will showcase how its high-powered networks and managed services solutions will drive the 'Store of the Future,' as retailers look to maintain their competitive edge by enhancing the customer experience.

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

Hughes Europe is supporting this initiative with an affordable wide area network (WAN) broadband solution, backed by fully managed services functionality and Quality of Service (QoS). "This bridges an important technology gap for retailers," says Markus Willmann, sales director, Central Europe, Hughes Europe. "Until now, the only options available have been costly high-end MPLS networks or cheaper Internet-based services typically lacking the service levels essential for a high availability retail environment.

The challenge facing retailers is to personalise the user interaction by putting information at their fingertips, helping them make more informed choices," continued Willmann. "As interactive technologies emerge offering the potential to transform the relationship with new and existing customers, retailers also must ensure their networks keep up with the growing bandwidth and server demands of these exciting applications."

Powering the 'Store of the Future,' Hughes Europe solutions offer a range of value-added modules designed to enhance the individual shopping experience. For example, interactive kiosks, rich-media digital signage and Wi-Fi access engage the retailer more effectively with tech-savvy customers, while Hughes Media Training™, Hughes Breakroom TV™ and Hughes Digital Bulletin Board™ provide state-of-the-art training tools to ensure that staff reinforces the benefits of new in-store technologies. These are backed by advanced back-office applications to ensure a fully seamless and secure end-to-end customer interaction.

"For the first time, retailers can access a cost-effective, fully-managed and customisable service from a single trusted provider, as they look to create a truly differentiated offering in a highly competitive retail marketplace," confirms Willmann.

EuroCIS 2013 is Europe's leading retail technology show and will take place in Düsseldorf, Germany from 19-21 February.

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 3.3 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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