



## EchoStar Delivers Competitive Edge to Mid-Sized Cable Operators With New Set-Top Box Technology

### Devices Support Deployment of Cloud-Based TV Applications for Enhanced Video Services

ENGLEWOOD, CO -- (MARKET WIRE) -- 06/14/11 -- EchoStar Technologies (NASDAQ: SATS), the industry leader in hybrid IP/broadcast convergence technologies, announced today the launch of three new HD set-top boxes specifically designed to enable mid-sized and independent cable operators to economically leverage their interactive advantage in delivering enhanced video applications. EchoStar's powerful HC-620DRS, HC-410D and HX-410 set-top boxes come loaded with IP-based content management features and are optimized to support EchoStar's new Aria™ 'ecosystem' of hosted TV services.

"The attractive on-board functionalities and place-shifting features of EchoStar's new set-tops will make any service bundle more compelling," said Michael Hawkey, vice president of sales and marketing, EchoStar Technologies L.L.C., a business unit of EchoStar Corporation. "But when paired with EchoStar's new Aria hosted video services, small and mid-sized operators can pick the enhancements they need to create feature-rich bundles on par with those offered by larger telecommunications providers."

The recently launched Aria 'ecosystem' of hosted TV services enable resource-constrained cable operators to deploy enhanced video applications hosted at EchoStar's data centers directly to the new HC-620DRS, HC-410D and HX-410 set-tops. With Aria, operators can efficiently expand their video offerings with a growing list of cloud-based services that includes remote DVR programming, interactivity and TV Everywhere.

All three set-tops feature EchoStar's award-winning Graphical User Interface with operator-specific branding, along with universal content search capability and access to hosted VOD libraries. In addition, all three boxes support EchoStar's Universal RF remote control with IR learning, continually updated device code database and 2-way receiver communication.

The SlingLoaded® HC-620DRS is an Internet-connected HD DVR set-top box that delivers a true TV Everywhere experience allowing subscribers to access their linear programming and recorded content both inside and outside the home on the connected device of their choice. It also supports over-the-top content streaming, TV apps, and remote DVR controls.

The HC-410D is a single-tuner HD set-top that contains EchoStar's award-winning DVR Conversion technology. The box can be converted to a DVR by connecting an off-the-shelf USB 2.0 external hard drive and receiving a remote authorization code from the operator.

The HX-410 is a full digital IP thin client that supports multimedia services over IP-based networks. When networked with an HC-620DRS in the home, the HX-410 provides Whole Home DVR functionality.

EchoStar is continually developing new applications to improve the subscriber viewing experience and can support regular updating of their set-tops with remote software upgrades and new features throughout the life of the box. "The really great thing about these products is that all the amazing launch features are just the tip of the iceberg," said Mark Jackson, president of EchoStar Technologies L.L.C. "We'll be able to add new features that allow operators to stay one step ahead of the industry and one step ahead of their competition."

EchoStar will debut these products at the cable industry's top annual meeting, the NCTA Cable Show, taking place June 14-16 in Chicago. Demonstrations of these devices and the new Aria ecosystem will be held in EchoStar's booth #137.

*Visit EchoStar at The Cable Show Booth #137*

#### *About EchoStar*

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite operations and digital TV solutions that enhance today's home entertainment lifestyle. Its wholly owned subsidiary Hughes is the world's leading provider of satellite broadband for home and office, delivering innovative network technologies and managed network services for enterprises and governments in more than 100 countries. Among the many offerings of this combined powerhouse in broadband data and video are HughesNet®, the market's #1 high-speed satellite Internet service; Sling Media's award-winning SlingLoaded® technology; and Move Networks' adaptive bit-rate streaming technology.

Headquartered in Englewood, Colo. with more than 4,600 employees worldwide, EchoStar has more than 25 years of

experience designing, developing and distributing award-winning television set-top boxes, services and related delivery products for television. EchoStar delivers satellite broadband and transport services for enterprises, governments, small businesses, and consumers using 11 satellites and related broadcast licenses around the globe. For more information, please visit [www.EchoStar.com](http://www.EchoStar.com) and [www.Hughes.com](http://www.Hughes.com).

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