



EchoStar Europe and Sling Media (Stand #127) to Lead the TV Anywhere Revolution at IP&TV World Forum 2011

EchoStar Europe Will Highlight Ultra Slim, Connected DVRs Alongside Both Stand Alone and Fully Integrated TV Anywhere Solutions at IP&TV World Forum, London

LONDON, UNITED KINGDOM -- (MARKET WIRE) -- 03/21/11 -- [EchoStar Europe](#) (NASDAQ: SATS) (www.echostar-europe.com), a leading developer of added-value, connected device solutions to the digital television industry, announced today that it will showcase industry defining technology at [IP&TV World Forum 2011](#) (www.iptv-forum.com), designed to add real value to digital and IPTV operators' product propositions and service offerings. "We are right in the middle of a connected TV revolution", commented Rhod Williams, General Manager at EchoStar Europe. "However, we must remember that it's not only software applications and services that are instrumental in differentiating a service portfolio, innovation at product level is equally as crucial and we intend to emphasise this through our demos at the show".

Show highlights include ground-breaking and fully featured Mercury digital video recorders (DVRs); from the 9mm tall unit with solid state recording - billed as the slimmest DVR in the market - to the latest model which includes a hard disk drive to increase the storage capacity to 320GB. The new unit follows the original ethos of Mercury in retaining an ultra slim profile, however, offers an Ethernet port - rather than optional on-board Wi-Fi or USB dongle - to deliver a hybrid, connected TV and IP-enriched feature-set to consumers. The Mercury platform has been nominated for an award at this year's [IP&TV World Series product awards](#) (www.iptvawards.com) to be held at the show.

As the pioneers in the TV anywhere revolution, our affiliate [Sling Media](#) (www.slingmedia.com), will be showing a range of stand alone TV anywhere solutions designed for operator and retail models. From the enterprise-class Slingbox® 120 to the retail Slingbox® Pro-HD, all share the same philosophy in enabling consumers to watch their TV anywhere, securely and on their favourite mobile devices.

We'll also showcase the award-winning, hybrid SlingLoaded® HDS-600 platform that enables IP and digital TV operators to provide consumers with a fully integrated and seamless TV anywhere experience. Fully integrated SlingLoaded® technology enables an operator's services to be extended securely to Macs®, PCs and mobile devices including iPhone®, iPad® and Android™ based smart phones.

Contact info@echostar-europe.com to book your personal product demonstration.

Contacts:

AxiCom

Asim Qureshi

020 8392 4084

asim.gureshi@axicom.com

AxiCom

Helena Reid

020 8392 4077

helena.reid@axicom.com

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