Hughes Expands HughesON Media Services with New Multi-channel Retail Signage and Digital Menu Board Services

Services leverage Hughes hardware using Scala software

Germantown, Md., February 13, 2014—Hughes Network Systems, LLC (Hughes) today announced that it has teamed with digital signage software leader, Scala, to offer retailers and quick-service restaurants (QSR) turnkey multi-channel retail signage and multi-screen digital menu board services. The new HughesON™ Digital Media Services allow retailers to quickly and easily enhance their stores by leveraging high-impact video and rich-media across all their locations. In support of the new offerings, Hughes, the global leader in broadband satellite solutions and services, and a leading provider of managed network services and applications, is now a Certified Scala Partner providing solutions on a global basis.

The new Retail Signage and Digital Menu Board Services combine Scala’s industry-proven software with Hughes’ video-enabled hardware platforms. The new services are part of a suite of HughesON Media Services which can be deployed with turnkey installation, hosting, field maintenance, content sourcing and financing.

“Today retailers know they must deliver a digitally enhanced customer experience to be competitive, whether to increase revenues or lower costs. Unfortunately, many companies believe digital media solutions are too complex and expensive or that rich-media will bring their networks to their knees,” said Mike Tippets, vice president, Hughes Solutions Group. “Our new solutions address these concerns head-on. With innovative hardware and software, combined with our unique service infrastructure, scale and financial strength, Hughes allows retailers to start small and scale up, eliminating upfront capital costs.”

“Using our award-winning software, the new HughesON Media Services give retailers and QSRs a fast start to deploying digital signage and digital menu boards without a huge upfront investment,” said Dan McAllister, executive vice president, Scala. “A core strength of Scala and a unique part of this offering is the ability to quickly test results and analyze options. Retailers will leverage rich-media in ways they may not have thought possible before; ways I am sure they won’t want to be without going forward.”

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Hughes Expands HughesON Media Services with New Multi-channel Retail Signage and Digital Menu Board Services, page 2

HughesON Media Services are available now. To learn more, please visit Hughes at the Digital Signage Expo in Las Vegas at the Sands Convention Center in booth #1127.

About Scala
Scala has a passion for creating intelligent digital signage solutions that move consumers, employees and products. Driving more than 500,000 screens worldwide, Scala solutions increase sales, improve brand loyalty, optimize the customer experience, and reinforce business objectives. Scala is headquartered near Philadelphia, Pa., with multiple subsidiaries across Europe and Asia, and over 500 partners in more than 90 countries. For more information, visit: www.scala.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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