

HughesNet Digital Media Services

Digital Signage



Creating the 'Point of Impact'

HughesNet[®] 
Broadband Unbound.[™]



HughesNet® Digital Signage—send the right message to the right audience for the greatest impact

Congratulations on taking the right first step on your way to better in-store sales, marketing, and merchandising. With HughesNet Digital Signage service, you have a turnkey, one-stop solution to boost revenues and enhance your customer's experience, store by store. And with turnkey solutions from Hughes, a trusted leading provider of digital media networks, you can be sure network operations and maintenance won't burden your IT department.

For cost-effective delivery of targeted customer messaging, the best, most comprehensive solution is HughesNet Digital Signage. We have everything you need to turn the 'point of purchase' into the 'point of impact' for better performance—in sales and marketing, and across your enterprise.

Boost your business with HughesNet Digital Signage:

- Generate sales uplift
- Strengthen brand recognition
- Build customer loyalty
- Create a unique shopping experience
- Market directly to diverse customers by time and region

What's the 'point of impact' in retail sales?

In sports terms, the point of impact is the precise point at which connecting with a target yields the best results. When your customers are in your retail locations, the best possible point of impact is not the checkout counter. That's just where small, last-minute impulse decisions are made.

The point of impact is the time and place when you influence your customers for the best increases in sales overall. It is all about the customer experience. That's where Hughes can help. With HughesNet Digital Signage, you'll have what you need to successfully target that point of impact—to increase sales, strengthen brand recognition, and improve the customer experience.

HughesNet Digital Signage is a complete offering.

Highlights

- Project design and consulting
- Content creation
- Content management
- Broadband WAN transport: wireless and landline
- Best-of-breed network components: software and hardware
- Installation, maintenance, and customer support

Leave the heavy lifting to Hughes

Don't be misled by piecemeal solutions from providers that have only part of the overall solution required to deliver an effective digital signage network, or new entrants to this new dynamic marketplace that don't have the track record or capitalization required for the long haul. An effective—from content to screen—nationwide digital signage network can be a very complex undertaking. When reliable, effective results are the goal, experience counts.

Working with your marketing department and store merchandisers, Hughes can help find the point of impact within your particular organization. Hughes provides managed network services to many prestigious Fortune 500 companies and has over 225,000 enterprise sites deployed throughout North America.

HughesNet Digital Signage is a proven, turnkey service that handles the complex job of designing, deploying, and operating a digital signage network—leaving you free to focus on your marketing and merchandising strategies.

Build and deliver the right messages

With HughesNet, you can optimize the placement of your promotions and target your customer communications to help enhance awareness of your business and the brands you carry.

- **Project design and consulting**—From concept to completion, Hughes has unmatched expertise in digital signage networks. Trust Hughes to meet design goals, create business case/ROI models, and plan your project.



- **Content creation**—From entertainment to promotional content, Hughes can offer third-party media solutions on behalf of the customer. We can even manage the integration of advertising media.
- **Content management**—From encoding to broadband transmission to playback confirmation, Hughes' state-of-the-art video Network Operations Center (NOC) makes it easy to interconnect a wide range of media, content providers, and network components—for a truly flexible, top-quality broadcast network to support your digital signage network.

Worry-free technology

The best content means nothing if you're not confident in your network. Only Hughes gives you the freedom to stay as involved as you want in managing your digital signage network. Whether you're looking for the most cost-effective means to transport your content only or a full end-to-end solution, Hughes gives you peace of mind from content to screen.

- **Technology platform**—From media players to displays, Hughes has selected best-of-breed technology platforms to meet your specific needs. With Hughes you don't manage multiple vendors. One phone call does it all.
- **Rich-media enabled IP network**—End-to-end, Hughes gives you the best, easiest, most cost-effective content delivery solution possible. Store-and-forward, live streaming, video-on-demand—you name it, Hughes can handle it.

A Snapshot of Hughes

- Worldwide market leader in broadband satellite services and technology
- Over 17 years of experience managing large-scale enterprise networks
- Recognized by the Yankee Group as a top-tier managed network provider¹
- Over 225,000 enterprise sites in North America for many Fortune 500 companies
- Global service delivery with sales offices and operations worldwide
- \$970 million in revenue (2007)
- Frost & Sullivan North American Vertical Retail Market Penetration Leadership Award (2007)

- **Network management**—From landline to wireless technology, Hughes can manage all your remote network locations. The result? A true end-to-end managed service for accurate tracking of performance and results.
- **Installation, maintenance and customer support**—From installation to ongoing support, Hughes is the only company you need to keep your network running smoothly. We can manage your systems remotely—and if you ever need on-site technicians, we're usually there in less than four hours.

The HughesNet Managed Services suite

When you select HughesNet Digital Signage service, you'll have access to more than Hughes' experience in digital media networks. Hughes offers an extensive portfolio of managed service options to meet a variety of business needs, including:

- **Business IPTV**—delivers high-impact corporate communications to all your locations using high-quality video.
- **Optimized VPN**—leverages landline and wireless technologies to deliver secure and reliable broadband connectivity to all your locations.
- **High-Availability VPN**—delivers unsurpassed network availability for your branch locations—up to 99.99+%.
- **Access Continuity**—ensures your branch locations stay online in the event of a landline disruption.
- **Emergency Services**—ensures your locations stay online in the event of a disaster—ready for immediate deployment.

Suddenly, return on investment takes on a whole new dimension. Better marketing and merchandising, more effective customer communications—driving increased sales. That's real value, across the enterprise and at the point of impact.

That's HughesNet Digital Signage service.

¹Yankee Group Decision/NoteSM Market Analysis, February 24, 2006, "How to Succeed in the \$25 Billion Managed Service Market," Anton Denissov

To learn more about HughesNet Digital Signage service or other HughesNet Managed Services, call a Hughes representative today at 1-866-240-3875 or visit our Website at www.enterprise.HughesNet.com.

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