

## FOR IMMEDIATE RELEASE

Judy Blake  
Hughes Network Systems, LLC  
(301) 601-7330  
[judy.blake@hughes.com](mailto:judy.blake@hughes.com)

Dan Tudesco  
Brodeur Partners  
(202) 775-2657  
[dtudesco@brodeur.com](mailto:dtudesco@brodeur.com)

### **Hughes Digital Concierge Service Improves Hotel Guest Experience and Operational Efficiency**

*Hosted service cuts cost, complexity for the “hotel of the future”*

**HITEC, Austin, Tx. & Germantown, Md., June 20, 2011**—Hughes Network Systems, LLC (HUGHES), the global leader in broadband satellite networks and services, and a leader in managed network solutions, today at the HITEC 2011 conference unveiled a new Digital Concierge service that helps hoteliers enhance the guest experience with touch-screen kiosks while also making employees more productive.

Fully managed by Hughes, the Digital Concierge service enables guests to access real-time hotel and local information such as dining, entertainment, transportation, weather, cultural events, special offers, and brand loyalty information 24/7 from convenient, interactive touch-screen kiosks. The self-service kiosks offer great convenience to guests while improving hotel operational efficiency by freeing up valuable staff time to attend to more “high touch” service tasks. As a hosted solution, it significantly reduces the cost, complexity and IT involvement in deploying and managing the system.

“Nothing beats the personal touch, but today’s tech-savvy travelers also expect the convenience of easy, at-your-fingertips information without waiting,” said Daryl Stokes, director, Hospitality Solutions at Hughes. “Hughes Digital Concierge extends that convenience to the hotel lobby and other high-traffic areas, leaving them with a highly favorable impression of the hotelier’s service. As with guest Wi-Fi, digital check-in and digital services, Digital Concierge service will soon be a must-have competitive differentiator for ‘hotels of the future.’”

HITEC 2011 attendees can receive more information about Digital Concierge and other hospitality-based solutions at Hughes’ HITEC booth # 938.

As a managed service, Hughes Digital Concierge puts hoteliers in full control of the kiosk’s content and operation through an easy-to-use web interface. Guests can be continuously updated with information such as weather forecasts, sports scores, news headlines, travel information, and lifestyle features, to name a few. Serving up easy-to-read maps and directions to local points-of-interest is simple when connected to a nearby printer. And Digital Concierge can boost business by promoting on-premise services such as restaurant specials, entertainment events and other accommodations. Hoteliers can also share in ad revenue with local businesses by providing them advertising space for a fee on their Digital Concierge kiosks.

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## **Hughes Announces Digital Concierge Service, page 2**

Hughes Digital Concierge is available immediately. It has been tested, approved and is in-use in hotel properties and franchises across North America. Digital Concierge is one of several hosted services for guests and employees that Hughes offers to the hospitality industry including Training, Digital Signage and Wi-Fi.

### **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<sup>®</sup> is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 2.5 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](http://www.hughes.com).

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