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Hughes Europe and Avanti Make ‘Broadband for All’ a Reality

New High Capacity Satellite Internet Offering Enables Reseller Partners to Bring Broadband to Millions of European Consumers and Small Businesses

Milton Keynes, UK, 02 August 2011—According to the latest data published by [Eurostat](#), broadband penetration rates average only 25 percent across EU countries, leaving over 30 million households and small businesses without high-speed Internet access. To address this vast untapped market, Hughes Europe is announcing a program for value-added resellers to offer high-speed Internet access using the company’s market-leading HN satellite platform, operating over Avanti’s high-capacity, Ka-band satellite, Hylas 1.

Hughes was the first company to launch consumer satellite broadband services and today remains the world leader in this market, with more than 660,000 subscribers in North America. “Our strategy is to build on this success by working with a strong VAR network across Europe to provide an affordable and competitive consumer satellite offering, powered by Hughes technology,” said Christopher Britton, managing director, Hughes Europe.

Leading international satellite services provider and Hughes Europe channel partner, Bentley Walker, is the first to sign on and is buying a range of grades of service as it looks to extend its business into the consumer broadband market in the UK. Bentley Walker already has substantial experience providing broadband voice and data services to military personnel across the Middle East and Afghanistan using Hughes technology.

Anthony Walker, CEO of Bentley Walker, sees this as an exciting development for the channel. “The availability of Ka-band represents a major step forward in the provision of broadband for all, making it a reality across the UK,” he stated. “With our strong history of success working with Hughes Europe, together with its reputation for technical excellence, we are delighted to be among the first resellers to take full advantage of the new broadband services for consumers.”

Britton added, “Thanks to our partnership with Avanti and through our VAR channels, users throughout Europe will benefit from high quality broadband at the speeds they choose—which are available immediately, so they can instantly become part of today’s high-speed Internet generation.”

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Avanti Communications also sees this as an important development. “As a result of strong commercial demand, the satellite industry already contributes substantially to the UK economy,” said Matthew O’Connor, chief operating officer. “The addition of Ka-band high-speed satellite services for both consumers and businesses can only add to this success story.”

About Hughes Europe

Hughes Europe is the European operating and sales organisation for Hughes Network Systems, LLC (HUGHES) with facilities in Germany, the UK, and Italy. Utilising its satellite hub earth station and network operations centre in Griesheim, Germany, Hughes Europe provides Hughes broadband satellite and terrestrial solutions to large enterprises, government organisations, and small businesses throughout the continent, both directly and through a growing family of value-added service providers. These networks support rapid, reliable transmission of data, voice, video and multimedia content. For more information, please visit www.hugheseurope.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 2.5 million systems to customers in over 100 countries, representing over 50 percent market share. Its products employ global standards approved by TIA, ETSI and ITU organisations, 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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