

## **NEWSFLASH**

Adriana Cassandro  
Hughes Network Systems Europe  
+44 (0) 1908 425300  
[A.Cassandro@hugheseurope.com](mailto:A.Cassandro@hugheseurope.com)

Mary Cantle/John Broy  
The Whiteoaks Consultancy  
+44 (0) 1252 727313  
[maryc@whiteoaks.co.uk](mailto:maryc@whiteoaks.co.uk)

**Social media statement:** Hughes Europe and Avanti Communications feature Ka-band consumer broadband services at IBC 2011 [[Insert bit.ly link](#)]

## **Hughes and Avanti Demonstrate Single Antenna Solution for HDTV and Broadband at IBC 2011**

*New dual-feed antenna combines HDTV signals with broadband Internet access for consumers*

**Milton Keynes, UK, 9 September 2011**—A new satellite solution that combines HDTV and broadband data signals is being demonstrated by Hughes Europe and Avanti Communications at IBC 2011 (Hall 1, Stand A50). The dual-feed antenna unit opens the potential to deliver consumers triple-play service offerings of high-speed Internet access, HDTV, and VoIP—all over a single dish installation.

The new dual-LNB (low noise block down converter) solution will be introduced in the Southern European market, with plans for expansion into other regions next year. It follows the launch of Avanti's HYLAS 1 satellite last year, which brought high-capacity Ka-band broadband coverage to Europe's 'not-spots'.

“This new offering will position us well to meet the continuing large demand for consumer broadband in underserved regions of Europe,” says Matthew O'Connor, chief operating officer, Avanti Communications. “It's a giant step forward to tap this huge market, and is evidence of our strong and growing partnership—combining Hughes global leadership in providing high-speed satellite Internet service, with Avanti's launch of more HYLAS satellites in the coming years.”

Christopher Britton, managing director, Hughes Europe noted, “This exciting new initiative demonstrates the viability of providing satellite TV and broadband Internet access easily and simply, with the need for only one set of cables and a small, compact antenna.”

### **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](http://www.hugheseurope.com).

**-More-**

## **Hughes Europe and Avanti Demonstrate Single Antenna Solution for TV and Broadband at IBC 2011, page 2**

### **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](http://www.hughes.com).

###

©2011 Hughes Network Systems, LLC. Hughes and HughesNet are registered trademarks of Hughes Network Systems, LLC.