

case study ::: no. 23

HUGHES - Advertising Development

HUGHES

EVERYWHERE? EVERYWHERE. NOW YOU KNOW.

Hughes Network Systems has been at the forefront of satellite communications technology since its inception 30 years ago... in fact, HUGHES invented it.

So when you think of communications, think of satellite. And when you think of satellite, think of us.

With network connectivity to all locations, no matter how remote, your communications can be seamless and secure regardless of the availability of terrestrial networks. And the network goes where you need it, when you need it - it's what you expect from HUGHES, and now you know.

Today, HUGHES offers federal, state and local agencies, the former communications solutions capable of solving problems and improving efficiencies - from continuity of operations to rapid response to redundant backup - we're experts at getting the job done.

Available through ESA Schedule or Your Preferred Integrator.
www.hns.com

DIRECWAY
 Broadband that's out of this world.

HUGHES NETWORK SYSTEMS

DEFINING THE LANDSCAPE OF SATELLITE BROADBAND

Introducing IPoS.

Until now, satellite communications technology has been based on proprietary systems - and as a result, application developers and content providers have been hesitant to spend resources developing services that interoperate with such systems.

Hughes Network Systems, the world leader in the development and deployment of satellite broadband solutions, has taken the steps necessary to prepare the satellite broadband marketplace for mass deployment by driving the development of internationally recognized standards.

Our goal is to ensure network interoperability and application portability.

We are pleased to announce ratification of the DIRECWAY® system as the IPv6 (IP over Satellite) standard by the Telecommunications Industry Association (TIA), the primary standards body for the U.S. telecommunications industry. IPoS encompasses the concept of a satellite-independent IP application interface, which allows independent development of applications and the satellite-based transport. Applications can now be shared between compliant satellite systems without modification.

For the complete picture, visit Hughes Network Systems in Booth 501.

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Participation in a tradeshow event is the most personally interactive form of advertising. The face-to-face communication opportunities provided by event marketing deliver the best environment for direct contact with your marketplace and immediate feedback on your message. In order to promote involvement at a given event, industrialevents often relies on the traditional advertising genres such as trade journals and show manuals to herald a client's tradeshow presence and plant the seeds of thematic messages which are then carried forward into the exhibit structure and audience experience.

Often developed for applications specific to a particular event, these ads generate attention to specific areas of interest and begin the process of marketplace education and message dissemination, many of these ads have been utilized in general markets as well. Either working with a client's advertising agency, or assuming those responsibilities alone, industrialevents delivers a comprehensive package from concept through execution to ensure our clients maximize this impactful strategy to reach target audiences and capitalize on the unique opportunities provided by the tradeshow arena.

HUGHES

HUNGRY FOR BROADBAND SOLUTIONS?

Come and see what Hughes Network Systems is dishing up at FS/TEC 2001 in Booth #1131.

Bring your appetite.

DIRECWAY
 Broadband that's out of this world.

www.hns.com

DIRECWAY

Make this your most profitable dish.

You prefer connectivity fast, always-on and affordable — and that's just how DIRECWAY Restaurant Solutions™ deliver it. Now, all your locations can process credit and gift cards faster, turn tables more efficiently and exchange information without delays or tying up phone lines. What's more, DIRECWAY caters to your individual needs by offering packaged solutions from basic electronic payments to intranet and even open Internet. And because we serve more restaurants than just about anybody, we're uniquely qualified to take communication hassles off your plate.

Get a taste of DIRECWAY services at FS/TEC.
 Long Beach, California
 October 27-29, 2001

Visit Hughes Network Systems in Booth 501, where you'll find the latest broadband applications and the network built in Spain to the BACS® - ask us all at the show.

For more information call 866-636-0038 or visit www.restaurants.direcway.com

DIRECWAY
 Broadband that's out of this world.™

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