

Hughes Network Systems in

# Europe

**HUGHES**  
NETWORK SYSTEMS



Providing **DIRECWAY**®  
Broadband by Satellite  
**SOLUTIONS**

# Hughes Network Systems: Providing DIRECWAY® Broadband by Satellite Solutions.

## **An Introduction to Hughes Network Systems.**

Hughes Network Systems, Inc. (HNS), a wholly owned subsidiary of Hughes Electronics Corporation, is a world leader in broadband satellite and wireless networking solutions. HNS is the leading provider of satellite systems with almost 60 percent cumulative market share and over 500,000 remote terminals installed worldwide. HNS provides more than 500 organisations in 85 countries with broadcast video communications; interactive enterprise data and multimedia networks; broadband Internet/Intranet access; and telephony systems. Employing approximately 4,400 people, HNS has operations in 30 countries.

HNS is the leading provider of very small aperture terminal (VSAT) satellite communications in Europe, supporting both pan-European and single-country networks. Through HNS Europe (HNSE), its operating and sales organisation for the European market, HNS provides broadband satellite services throughout Europe and many parts of the Middle East and North Africa. Headquartered in Rome, Italy, HNSE operates hub earth stations and network operations centres in Germany and the U.K., with sales offices in the U.K., Germany, France, and the Czech Republic.



## **HNS Solutions in Europe.**

HNSE designs, develops, and installs a variety of enterprise network solutions, such as broadband Internet access for Internet Service Providers (ISPs), multicast video for point-of-purchase advertising, interactive video for distance learning, and private broadband networks for the enterprise.

## **DIRECWAY Solutions Designed with One Goal in Mind: Flexible, High-Speed Communications for the Enterprise.**

As Internet protocol (IP) is rapidly becoming the standard protocol for data, video, and audio delivery, companies and government agencies are challenged to integrate the complex interactive and multimedia applications into their existing communications systems. HNS, through its advanced satellite solutions, offers global enterprise services that support fully integrated wide area networking and the high-speed delivery of content-rich information to support applications such as:

- High-speed Internet access/broadband intranet
- Training and distance learning
- Corporate video broadcasting and communications
- Video advertising/point-of-sale TV
- Audio broadcasting
- IP multicast
- Data distribution

### **DIRECWAY Broadband Internet Access Services.**

As the Internet service industry becomes increasingly competitive, Internet Service Providers (ISPs) are looking for ways to differentiate themselves. One way is to offer broadband unmetered access. Businesses and consumers are eager to take full advantage of what the Internet has to offer, but find the typical metered pricing structures cost prohibitive or that other forms of terrestrial broadband are not available. HNS' DIRECWAY services provide ISPs with a valuable tool to penetrate this significant target market.

DIRECWAY Broadband Internet Access offers specialised network solutions and support targeted towards entry-level consumers, professional users, SOHOs (small office/home office), SMEs (small and medium sized enterprises), and large enterprises. The ISP has the freedom to freely mix any of these end customers within the overall service.

### **Hughes Professional Services: Helping Clients Leverage Their Technology Investment.**

Hughes Professional Services (HPS) helps HNS clients – enterprises and service providers – leverage their technology investment to deliver next-generation applications over their satellite networks.



HPS provides clients with a comprehensive understanding of the satellite network with the objective of enabling quick-service creation and instant time-to-revenue. This includes defining the service, architecture, engineering, operations, and cost models.

HPS also helps clients create new revenue opportunities and develop sustainable growth strategies. HPS identifies and implements new value-added services for the client and defines a viable business model – including pricing strategy and structure – as well as the technology and investment required.





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**Turnkey Networks with Comprehensive Service and Support.**

HNS backs its networks with a range of customer service and support.

- Network design and planning
- Installation and commissioning
- System testing and optimisation
- Network operations
- Applications support
- User training and documentation

**Looking to the Future.**

SPACEWAY™, a next-generation, satellite broadband communications system, presents exciting new opportunities for customers in Europe. SPACEWAY's Ka-band platform will support both business and consumer users with a variety of applications from high-speed Internet access to corporate intranets and virtual private networks to multimedia broadcasting and high-speed data delivery via "mesh" or point-to-point connectivity.

SPACEWAY's global system will enable users to transmit and receive video, audio, multimedia and other digital data hundreds of times faster than using conventional phone lines. Uplink rates can reach 16 Mbps; downlink rates will be able to deliver up to 30 Mbps. Through a family of economical, easily installed terminals, access will be easy and instantaneous.

The SPACEWAY system will employ innovative on-board digital processing, packet switching and spot-beam technology to offer direct, point-to-point communications, as well as broadcast capability throughout each service area. The first regional system will begin offering service in the United States in 2003.



### HNS Commitment to Europe

HNS has been active in the European market since its inception in the early 1970s. Today, HNSE operates hub earth stations and network operations centres in Milton Keynes, U.K. and Griesheim, Germany with over 18,000 VSATs installed throughout Europe. Our customers include:

#### ■ Internet/Applications Service Providers

Bentley Walker  
 Bridge Broadband Ltd.  
 CyberRoute B.V.  
 Hertzinger Datanet  
 LEOXX GmbH

#### ■ Video Advertising and Business TV

Health Track Media  
 The Store Channel  
 UnitedScreens Media AG

#### ■ Retailers

Enterprise Rent-A-Car  
 Foot Locker Europe  
 TK Maxx

#### ■ Automotive

ACS GmbH & Volkswagen/  
 Audi Group  
 DaimlerChrysler Nederland B.V.  
 General Motors Europe  
 Micro Compac Car smart™  
 GmbH/Daimler Chrysler AG  
 Saab U.K.  
 Telespazio: Fiat Italien, Iveco

#### ■ Energy

Shell Central Europe  
 Union Fenosa

#### ■ Information Technology

EDS Belgium  
 SAP AG

#### ■ Government & Telecommunications Service Providers

British Telecom  
 Comprehensive Nuclear Test  
 Ban Treaty Organisation  
 (United Nations)  
 Energis  
 Euronet Worldwide  
 France Telecom  
 Polish PhoneSAT Co.  
 PTT Telecom, B.V.  
 Swisscom, Ltd.  
 Telefonica (Spain)  
 Telenor  
 Turk Telekom



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