

# HUGHES® Managed Digital Signage

**HUGHES**  
NETWORK SYSTEMS

In-store success with digital signage

Every retailer knows that success depends on giving customers the best possible in-store experience — that ensures they'll be back for more — while maximizing the profitability of each visit. Research\* shows that most people tend to buy on impulse and that approximately 70% of shoppers will make their decision within ten feet of the relevant product. It's crucial that you deliver the right message at the right time and in the right place.



## Communication that shapes buying decisions

Managed Digital Signage from HUGHES will help you drive sales, increase brand awareness and enhance relationships with both customers and suppliers. A digital signage network allows you to run in-store promotions on TV screens. This in-store medium offers a new creative opportunity to deliver compelling messages with maximum impact at the point where shoppers choose what they're going to buy. In-store promotion allows you to entertain and engage customers while increasing individual spending by providing information that facilitates point-of-sale decisions.

## Right content, right place, right time

With Managed Digital Signage from HUGHES, you can deliver multimedia content to any number of strategically placed TV screens in as many of your stores as you want. Content can include news, information and paid advertising that can be tailored to support merchandising and promotional activities. Delivery is timed to the minute and can be updated immediately, online, any time, day or night.

## Promotion that works

In-store promotion is a credible, flexible alternative to traditional ways of reaching shoppers that costs less and delivers fast, measurable results. What's more, the impact of in-store promotion can be measured by actual sales lift rather than 'recall' and 'purchasing intent.' It's a great way to generate sales uplift at a fraction of the costs of other traditional media — and gain insight into buying patterns.

Retail customers report average increases in sales on featured brands that started at 10 percent and, in some cases, reached 60 percent. Digital signage also helps in cross selling and in revitalizing sales of slow moving products. You can also react quickly to new trends and competitive offerings, as content can be amended, redistributed and displayed in all stores within a few hours.

## Customer satisfaction

Shoppers have shown real enthusiasm for digital signage. They like to know about the latest products and promotions and they're particularly keen on getting extra information in the form of helpful tips and advice. In their own words, it has made the shopping experience more enjoyable.

### Technology without tears

With the growing understanding of the power of in-store digital signage, more enterprises than ever are looking at how to implement a network. The complexity of the initial design and implementation, coupled with the ongoing operational and management costs, leaves many wondering how to proceed. HUGHES answers that question by offering HUGHES Digital Media Services—a one stop answer for the installation, management, operation, and maintenance of the entire network with:

- Proven experience in implementing and managing networks with from 20 to 10,000 locations
- A robust infrastructure with mature tools to operate and manage the network
- An experienced video staff to manage and translate content
- Knowledge of retail, financial services, and other key vertical issues from our customer base

### Wide Area Networking Options

In addition to familiar in-store content distribution considerations, getting the content to the location is becoming increasingly important. As companies become more experienced with digital signage as an effective means to communicate with their customers, the size of the networks have grown from a handful of sites to regional and national implementations, the amount of content distributed has increased, and broadband connectivity has become a must to realize the full promise of this new media. Shipping CDs and DVDs or simple dial-up is no longer an option.

The best choice for distributing content for digital signage applications is proven to be satellite because it is a natural multicast media. Long used by television networks to distribute content to their local stations, it is also at the core of direct-to-home TV services. Its ability to deliver specific content to a specific location, a group of locations, or enterprise-wide anywhere in the country is unparalleled.

HUGHES offers enterprises a choice in networking technologies with both landline (i.e., DSL) and satellite options. HUGHES, with service to over 150,000 large enterprise locations, has long been the market leader in two-way satellite networks used by major Retail, Financial, Food Service, and C-Store organizations. More recently it expanded its managed broadband service to include terrestrial offerings. This ensures that HUGHES can deliver the right networking technology solution for the business needs of its customers and for their digital signage initiatives.



Let us show you how to serve your locations with  
HUGHES Managed Digital Signage.

Contact us at (866) 240-3875 or visit [www.digitalsignage.hns.com](http://www.digitalsignage.hns.com).

[www.hns.com](http://www.hns.com)

\*AMR Research, "The 21st Century Store Tech Trends Survey: Targeted Investments to Enhance Customer Interactions," August 2005, Garf, Robert and Scott, Fenella.

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