

Hughes Digital Media Solutions

Hughes Digital Media Overview

Digital media is a widely accepted and frequently expected method of communicating information to a target audience. The availability of rich media, such as videos, images, and eBooks on the Internet is changing the expectations of both consumers and employees on how information is delivered to them. Using digital media for corporate communications increases the flexibility, scalability, and general retention of organisations messages.

Digital media allows organisations to use video, motion, animation, sound, and other media-rich tools to create a message that evokes powerful emotions. When messages generate emotion, they are more likely to be remembered and influence the target audience. It doesn't matter if the purpose is to influence consumer purchases or to inform employees of a new corporate program or policy.

Communication; the art of influencing a target audience, is essential to any organisation's success. Distributed organisations are challenged by the fact that most of the workforce does not come to work at the corporate headquarters. This separation means that the employee perception of the company is limited to what they might see each day in their remote locations. By using video communication tools, forward-looking organisations can enhance the employee's experience by showcasing information from around the organisation through the use of video. Also, by using digital media and video tools to communicate, the organisation can change messaging in realtime and update information much more quickly and easily than when using traditional paper or email-based methods.

For any target audience, the primary communications goal is to deliver a message in a way that impacts and influences the viewers. In today's world of instant information access communications must be dynamic. Changing the message to adapt to changing market conditions or events gives the ability to keep a target audience informed and influence them based on current inventories, promotions or programs. Corporate communication is simply focusing that message to improve business performance and improve results.

Elevator Message

One of the biggest barriers we have found to purchasing a product or employee morale is the lack of information or not the latest information being available. If employees had all the latest information and customers could see specific products tailored to them imagine the potential increase in sales to the business.

Hughes is enabling business leaders to enhance corporate and consumer communication initiatives by providing communication solutions that are dynamic, flexible and scalable. Our solutions offer high quality, easy-to-use content access, removing barriers and opening opportunities for our customers to enhance the end user experience.

Knowledge Transfer

Hughes can provide a bespoke webinar for a customer showing how the products work if required.

Hughes can also provide an onsite Proof of Concept (POC) of our digital solutions at a single location. There may be a cost of this POC, which could be discounted against any orders that the customer places with us.



HughesON is a suite of innovative, Cloud-ready network and digital media solutions designed for the unique needs of distributed enterprises in industries such as retail, hospitality, and retail petroleum.

Solutions

The table below provides a top-level view of the versatility of the Hughes digital media solutions to meet specific or multiple business requirements:

Solution Guides	Information
Hughes Digital Associate Kiosk™	With the introduction of smaller footprint locations, many retailers are able to display fewer items on the shelf. The Hughes Digital Associate lets you create an endless aisle where the customer can shop and learn about products before making a selection. It saves shelf space, but also offers quality customer service.
Hughes Multichannel Signage™	When there is the need to drive multiple screens at every location and have different messages for different areas of the location. This solution allows delivery of different messages on every screen and manages a wide range of display solutions, including shelf-edge ink displays. The Hughes multichannel solution provides the ability to set up rules about when and where content will play, eliminating the need to manage a lot of separate playlists. The multichannel solution also includes the ability to integrate advertising sales management as well.
Hughes Digital Concierge™	The primary purpose of this solution is to provide guests with information about local attractions and points of interest. The secondary purpose is to provide a platform for ultra-local advertising. Using the map functionality in a lobby location will get eyes on the screen. This viewership can be capitalised into an advertising platform where the local property owner can sell ads on the screen.
Hughes Lobby TV™	Reducing perceived wait time is an important business objective. When guests are given a chance to watch television, it will reduce the perceived wait time. This solution allows organisations to put some of their own brand and service messages on a screen.
Hughes Ask the Expert™	If there is an area of a business where specialty service is required, this solution allows you to augment in-person staff with the Hughes Ask the Expert solution. This solution can provide standard digital media display until there is a need to speak to an expert and the customer can simply touch an onscreen button and open a direct two-way video chat with a product or service expert anywhere in the world.
Hughes Digital Bulletin Board™	This solution allows you to transition the static, stale corkboard into a dynamic, exciting message platform. Employees are far more likely to notice the messages when delivered with rich media. Plus you have the added benefit of changing the messages or even the layout of the board at any time.
HughesON MediaTraining™ Solutions	The HughesON MediaTraining solutions provide distributed enterprise customers with the ability to use video and rich-media content to educate and inform their workforce. Hughes is providing solutions for large and small enterprises with the ability to grow and expand as needs arise. Within the Hughes MediaTraining solution suite there are three key solutions: Hughes Learning Portal, Hughes Virtual Classroom, and Hughes Video-on-Demand (VoD).

Key Messages

The table below provides a top-level view of the main areas where the Hughes digital media solutions can be used to enhance the business both from an internal employee and an external customer point of view:

Target	Information
Customer Information	<p>The Internet has changed how people shop.</p> <ul style="list-style-type: none"> ■ Consumers have an expectation that they can search and get information about a product or service in near real time. ■ Customers want to access information while they are shopping and business owners are recognising this fact. <p>Savvy business owners are growing their business by utilising the consumers' familiarity with rich media from the Internet and their desire for real-time access. Putting digital displays around their business, they can inform and influence customers in a way that is relevant and expected. When you are providing information to customers, you will need to create "channels" of information. These channels may:</p> <ul style="list-style-type: none"> ■ Align with departments in a store ■ Align with services that organisations offer ■ Be used at different locations, such as entrance, shelf edge, and video wall. <p>Having a digital media infrastructure enables you to create channels, change them as necessary, and fulfil your customer communication objectives</p>
Employee Communication	Employee retention is a critical success factor for business in any industry. Retaining an employee is accomplished through many avenues, and key among those avenues is creating a connection between the employee and the company. Digital media allows you to communicate relevant information in a manner that will get their attention and create impact.

Target	Information
Service Delivery	Digital media can be utilised to create customer service solutions as well as communication. Another channel within a digital media communication solution can be an interactive kiosk. Making the kiosk part of a digital media communication solution allows organisations to update both content and functionality remotely. It also allows organisations to schedule the kiosk functionality to change based on time of day, season, or other market-driven scheduling requirements.
Brand Enhancement	How clients perceive a business is impacted by the experience they have when they visit locations. Distributed organisations are using digital media solutions to create an experience and enhance their brand as guests visit their location. By using a centrally managed digital media solution, organisations can control the experience and ensure that each location is playing the most current information and that the information changes based on a specific corporate plan. Digital media provides flexibility and scalability to continue to enhance the visitors' experience at every location within a company.

Technical Information

Depending on an organisations particular needs and requirements, Hughes will provide a solution utilising the right components in our portfolio to meet these needs.

Solution Components

At a high level, there are certain key components of every digital media communication solution, which include:

Component	Description
Content Management	In order to properly utilise digital media, you need to know what you have and easily determine when and where to use the assets. Content management is more than just storing the digital assets; it includes managing expirations, access control, and integration with the scheduling and delivering systems. All of the Hughes solutions have content management services and this enables organisations to utilise a wide range of content from a range of sources.
Scheduling	One of the attractions of using digital media is the ability to display what you want, when you want. Hughes also knows that you need the ability to plan for the next day, week, month, or longer. Our digital media solutions give you the ability to schedule both content and layout into the future. This allows organisations to create a plan, schedule the plan, and focus on the business while the Hughes solutions keep the messages coming on time and on-message. Content expirations are handled within the system, eliminating the need for individuals to change playlists when it is not convenient.
Content Delivery	When considering digital media across a distributed network, you have to consider how you will get the digital assets to the remote sites and to the correct player. Hughes has years of experience with distributed networks and can help determine the best way to manage content delivery to eliminate network stress. Our solutions include the ability to schedule content delivery and to limit the delivery so that it does not interrupt the core business services that are depending on network availability.
Integration with External Data	Many of Hughes's digital media solutions provide the ability to display information that is coming from external data sources. Primary examples are news and weather from a national service. Organisations may also want to utilise data from their own internal systems as well. Data can be displayed from an internal system or have the display react based on data from an internal system. Additionally, data from the digital media solution can be configured to travel back to internal systems so organisations can track, report, and analyse the results and create plans to improve the effectiveness of the communications.
Analytics	The Hughes digital media solutions include various analytic capabilities to help organisations analyse data about the performance of the communications, ranging from simple playback reporting to detailed analysis of the messages and their effectiveness as required for business modelling and reports.

Equipment

Equipment	Description
TVs	Used for low media use and where the display is constantly changing. If used for static displays, images can burn onto the screen. Size and type of television screens can be provided to meet different customer needs and where they are to be located.
Monitors	Used when displays are constantly required to be on and where static images are displayed for long periods of time. The size and type of monitors can be provided to meet different customer needs and where they are to be located.
Touch screens	Used for interactive information with customers.
Media player	Apple Mac mini, Microsoft Windows
Central distribution server	Located at Hughes for managed service. Can be installed on the customer's central site for large-scale deployments.
Learning portal	Located at Hughes for managed service. Users use standard Web browser for access.

Summary

Using the Hughes digital media solutions allows organisations to expand their communication channels and reach quickly. In a distributed enterprise, when organisations need to add or move locations the media player can be updated with information about the new location and the content is seamlessly updated and ready to go. When your communication needs to expand and you want to add additional channels, you can add a media player and again with a simple configuration, you have a new communication channel ready to display. Having the ability to add and change channels gives you the ability to focus your digital media where it will do the most good.

Digital media allows you to use video, motion, animation, sound, and other rich-media tools to create a message that evokes powerful emotions. When messages generate emotion, they are more likely to be remembered and influence the target audience. It doesn't matter if the purpose is to influence consumer purchases or to inform employees of a new corporate programme or policy. HughesON Digital Media Solutions offer a cost-effective, organisation-wide solution to manage, schedule, and deploy digital media, ensuring that the right message gets to the right people at the right time. Hughes uses our networking experience to deliver solutions that enable simple, secure, and reliable operations. This experience provides customers a comprehensive enterprise-wide corporate communications infrastructure. With this infrastructure, they can deliver digital content to the targeted audience when, where, and how it is needed.

Enterprises can benefit greatly from implementing Hughes solutions by making a business more competitive and save money in operating expenses, lost productivity, and communication costs. Hughes uses our networking experience to deliver solutions that enable simple, secure, and reliable operation using any combination of satellite and terrestrial LAN/WAN networks. This experience provides customers a comprehensive enterprise-wide corporate communications infrastructure, allowing delivery of digital content to the targeted audience when, where, and how it is needed.

**Discover all the benefits of the Hughes solutions and experience the Hughes difference.
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