SmartStore
DIGITAL MEDIA SOLUTIONS

MESSAGING THAT'S EASY TO MANAGE – AND GETS NOTICED

Powerful, dynamic communication and targeted messages that resonate with and influence customers and guests.

HughesON™

SmartStore
DIGITAL MEDIA SOLUTIONS

SmartStore Digital Media solutions provide you with the capability to use engaging content to connect with your customers and encourage purchases.

With a range of individual components to choose from, you can also further support the customer experience with customer menus and information and giving you holistic control of what your customers experience when they visit you. SmartStore Digital Media can also be used for effective employee training.

They allow you to host a wide range of engaging audio-visual content – in a variety of formats. Everything can be centrally managed and seamlessly distributed to all locations across Europe.

The solution is a cloud-operated service that provides an intuitive and easy-to-use content management system (CMS) including easy-to-deploy display templates to get you up and running quickly.

Key Benefits

- Engage with customers
- Encourage purchases
- Centralised management
- Uniform messaging
- Quick and easy to get up and running
- Centralised and localised messaging capability

SmartStore
DIGITAL MEDIA OPTIONS

Our SmartStore Digital Media solution offers a range of options to help you connect with your customers and employees in a more engaging way.

Promo Boards – Guide shoppers through their buying journey

With digital Promo Boards you can deliver a cohesive in-store digital experience with dynamic video, text and graphics that engage and inform customers. Distributed businesses can present compelling promotional information easily and efficiently, all managed from a central location, and customised for specific stores and locations.

Promo Boards help you to achieve brand consistency. No matter what site your customers choose to visit they experience the same, consistent reinforcement of your brand.

You can include general messages and special offers, such as time-limited price reductions to stimulate purchases. And these can be linked to promotions such as coupons provided via your in-store Wi-Fi.

In short, digital Promo Boards offer a great way to guide shoppers through their buying journey.

Multichannel Signage – Centralised management, even for local content

With Multichannel Signage you can deliver different messages on every screen and manage a wide range of display solutions from a central point.

You can set up rules about when and where content will play, eliminating the need to manage a lot of separate playlists. The Multichannel Signage solution also allows you to integrate advertising sales management.

Digital Sales Assistant – Providing sales information and saving staff time

Smaller footprint locations mean fewer items on the shelf. But with SmartStore Digital Sales Assistant you can create an endless aisle where the customer can shop and learn about products before choosing what to buy.

It saves shelf space, but also offers quality customer service. This truly brings the benefits of online to instore.

For example, you can use Digital Sales Assistants to show customers how to use electronic equipment, saving time for expert members of staff.

Digital Menu Boards – Upsell and cross-sell for increased purchase values

For hospitality and other service-oriented businesses, Digital Menu Boards stimulate interest – and get the juices flowing.

Customers buy more of what they see, especially when you use high definition video.

Whether it's a cross-sell or an upsell item, digital menu boards can drive incremental revenue while enhancing the customer experience.

By using interactive content such as QR codes or integration with your customer loyalty programmes, Digital Menu Boards can be the "secret sauce" in growing your business.

Digital Concierge – Inform without human intervention

With Digital Concierge, organisations such as hotels, shopping malls, large department stores, tourist information centres, airports, railway stations and sports venues can use digital signage to provide information about local services, facilities and activities. Visitors and guests are saved the trouble of finding a member of staff, and staff are free to focus on other duties.

Employee Training – Consistency of messaging across all sites

SmartStore Digital Media technology can also be used to share video and rich-media content to educate and inform the workforce. This way you ensure consistent messaging across all sites.

Employees are far more likely to absorb training material and remember messages when delivered with exciting and dynamic content. By deploying this on-site you can save on your training budget.

HOW IT WORKS

Content management system (CMS)

The SmartStore Digital Media CMS is a cloud-based platform, accessible from any standard web browser. It enables you to manage and control content and when and how it is displayed on screens. Access to the portal is via a standard web browser.

Smart screens with media player app

Smart screens compatible with the SmartStore Digital Media software app are available in a range of sizes with 4K definition, from leading manufacturers LG and Samsung. The advantage of smart screens with a media player app is that it is a fully integrated solution (a single box with lower footprint, single power point).
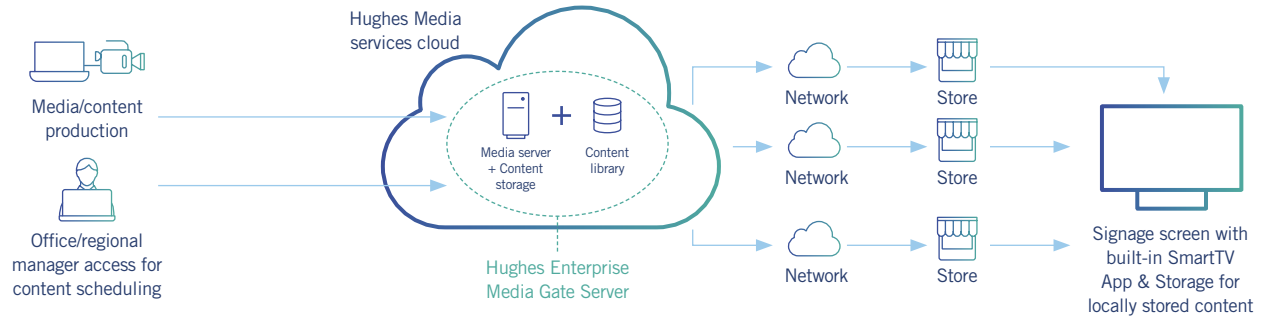
Standalone media players with monitors

Standalone media players are available in three variants and are designed and manufactured by Hughes:

• HS860 – WIN10 based HD player
• HS1100 – WIN10 based 4K player
• HS1150 – Linux based HD player

They can be connected to your choice of monitors, which will depend on multiple factors including size, orientation, brightness, location and aesthetics. You may prefer this option if you require a specific monitor size and shape, or you want multiple screens displaying the same content in multiple locations on the same site. The monitor must have an HDMI interface for connection to the player. Screen resolution will depend on how many monitors are connected, up to a maximum resolution of 4K.

SmartStore Digital Media system architecture with smart screen

SmartStore Digital Media system architecture with standalone media player
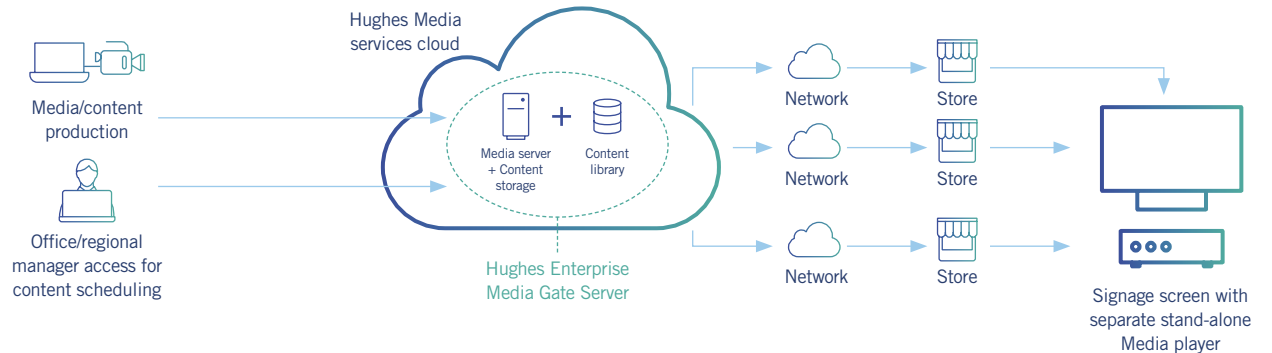
WITH YOU EVERY STEP OF THE WAY

Installation and training

Hughes will take care of installing the screens and media players at customer sites. Installation includes the mounting of the screen, and the initial set-up of the player to ensure that it can communicate with the SmartStore Digital Media server, leaving it ready for you to upload your chosen content.

Hughes Europe can also provide training on content administration, including content management via the SmartStore Digital Media CMS and how to upload local content. It also covers how to ensure that the content is in the proper format and ready for optimal presentation in the digital media network, how to use Hughes' generic content display templates, and how to create custom content display templates.

Operational support & reporting

Media players installed at remote locations are centrally monitored and customers can view the data they transmit in near real time. Proactive fault management provides status monitoring and system alarms.

Hughes Europe provides both telephone support for the SmartStore Digital Media solution via the customer help desk, and if required, field service support.

You can choose from a range of available reports to support informed decision making to optimise results.

These reports include:

- VoD watch count – reports on how many times each video on demand has been watched

- Content template usage – reports on how many times each piece of content has been used

- Local playlist changes – reports on when playlists were changed

- Location count – reports on the number of locations

OUR MANAGED SERVICE FOR NETWORK CONNECTIVITY

Managed from our 24x7x365 Network Operations Centre in Frankfurt and supported by our customer support helpdesks in the UK and Germany, we continuously monitor and manage customer networks to identify potential issues that may arise and deal swiftly and effectively with any outages that might occur.

London

Frankfurt

Warsaw

Griesheim

Fucino

NOC   POP

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About Hughes Network Systems

Hughes Network Systems, LLC (HUGHES) is the global leader in broadband satellite technology and services for home and office. Its flagship high-speed satellite Internet service is HughesNet®, the world's largest satellite network with over 1.3 million residential and business customers across the Americas. For large enterprises and governments, the company's HughesON™ managed network services provide complete connectivity solutions employing an optimized mix of satellite and terrestrial technologies. The JUPITER™ System is the world's most widely deployed High-Throughput Satellite (HTS) platform, operating on more than 20 satellites by leading service providers, delivering a wide range of broadband enterprise, mobility, and cellular backhaul applications. To date, Hughes has shipped more than 7 million terminals of all types to customers in over 100 countries, representing approximately 50 percent market share, and its technology is powering broadband services to aircraft around the world. In Europe alone, where we have been helping our customers to achieve optimal value from their network infrastructure for more than 30 years, we manage 55000 sites, across 28 countries supporting more than 5 billion transactions every year. 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. For additional information about Hughes, please visit www.hughes.com and follow @HughesConnects on Twitter.

About EchoStar

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite communication solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its Hughes Network Systems and EchoStar Satellite Services business segments. For more information, visit echostar.com. Follow @EchoStar on Twitter.

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