

Hughes in the News

5 Things You Didn't Know Free Wi-Fi Can Do for Your Business



[PCMAG](#) - Installing free Wi-Fi in a retail establishment brings the potential for valuable customer data and higher conversion rates for purchases.

[...More](#)

Frictionless Checkout: Why And How?



[Retail Touchpoints](#) - How retailers respond to consumer demands for frictionless checkouts could mean the difference between building long-term brand loyalty and revenue, and being left behind.

[...More](#)

Digital Signage Drives Retail Sales



[Digital Signage Today](#) - The business intelligence gleaned from digital signage can inform operational and marketing decisions to maximize ROI in a single location or across multiple sites.

[...More](#)

GSA's telecom contract deadline extended to 2023



[GOV Matters](#) - Tony Bardo, assistant vice president of government solutions at Hughes Network Systems, discusses the EIS contract deadline extension, and how it impacts agencies and contractors.

[...Watch](#)

When unreliable connectivity threatened environmental safety, Hughes went the extra mile.



Rick Hubley

"It really came down to the fact that my client needed a solution, and I was going to do whatever I could to help them."

[Watch Our Story](#)

Whatever Takes

Industry Spotlight

Fuel Retailers Aren't Ready for EMV Shift at Pump, Conexus Finds



A recent Conexus survey found that the transition to EMV readers at the pump has been much slower than anticipated.

- Only 13% of fuel retailers have fully deployed EMV-compliant payment systems at their pumps
- 45% expect they will not meet the Oct 2020 EMV deadline

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52% of Retailers Feel Ill-Prepared to Support Emerging Mobile Tech



Per a study from WBR Insights, retailers aren't prepared to support technologies like artificial intelligence (AI), chatbots and augmented/virtual reality (AR/VR) to engage mobile shoppers

- Only 9% of senior retail executives surveyed said they were able to support these advanced technologies
- 5% of retailers said they use AI or chatbots currently, but almost 76% are either rolling out the technology or considering it

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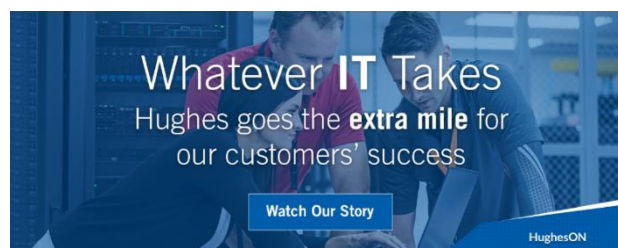
Ad Sales Soar on Gas Station Screens



Do people watch GSTV screens while they pump gas? Yes, it appears that they do, and it's driving sales.

- GSTV claims that 86% of people watch or listen to the screens while pumping gas
- GSTV viewership is up 24% year-over-year, to 93 million per month

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Accolades & Events

Hughes is a TMC Labs Innovation Award Recipient



Hughes HT2000L is recognized for Industry-first, an integrated Multi-path LTE and Satellite platform that combines broadband optimization with best-in-class security.

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Hughes Earns No. 2 Ranking among Carrier Managed SD-WAN Providers



Award-winning HughesON Managed SD-WAN positions Hughes at the forefront of top competitors on the Vertical Systems Group LEADERBOARD.

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Upcoming Opportunities to Connect



Hughes is attending several industry programs over the next few weeks. Let's connect at these upcoming events:

[...Meet](#)

- IFBTA; Sept 9; Dallas
- FSTEC; Sept 8-10; Dallas
- Future Restaurants; Sept 16-17; Austin
- Fast Casual; Oct 13-15; Austin
- MURTEC; Oct 28-30; Scottsdale



Parting Thought

**“The network
is the computer”**

*John Gage, technology visionary,
philanthropist, founder of NetDay, and
Chief Researcher for Sun Microsystems*

*ComputerWorld, “IN PICTURES: Remember this?
The rise and fall of Sun Microsystems”*

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