



# NEWSLETTER

## Hughes in the News

### NRF Big Show 2020 wrap up from Hughes



Highlights from the National Retail Federation Show.

- [5 key takeaways from NRF 2020](#)
- [Hughes showcases emerging networking technologies at NRF](#)

### FierceTelecom highlights Hughes new SD-WAN partnership with VMWare VeloCloud



[FierceTelecom](#) explores why Hughes selected VeloCloud to join the HughesON managed SD-WAN portfolio – and how it bolsters Hughes position as the one-stop-shop for enterprise networking needs.

### Convenience Store News features Hughes insights on the brand experience at NRF 2020

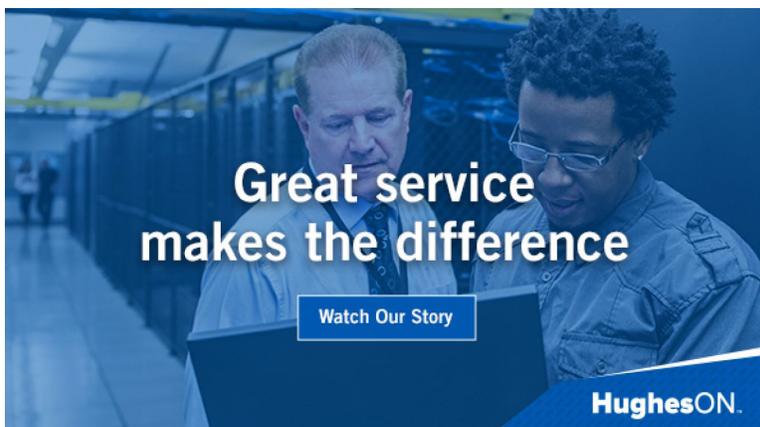


[Convenience Store News](#) - Hughes helps retailers support new in-store technologies, including frictionless checkout, digital media and signage, and augmented reality.

### Hughes included in RIS News “Best of NRF 2020” coverage



[Retail Information Systems](#) - The new Hughes partnership with VMware/ VeloCloud made the hot list of vendor announcements in the “Top 10 takeaways from NRF.”



## Industry Spotlight

### How the President of Nike Direct Plans to Boost Tech to Grow Sales at Flagship Stores



Brick-and-Mortar continues to be the engine that drives omnichannel success for retailers.

- The president of Nike Direct [discusses how Nike is leaning on technology](#) to bring to life her vision.

### 'Alexa, pay for gas.' Exxon and Amazon team up at the pump



Voice-Activated Payments Coming To A Gas Pump Near You.

- [Amazon and ExxonMobil announced a new partnership](#) at CES 2020 which will give drivers the ability to conduct voice-activated purchases at the pump via Alexa technology built-into the vehicle and Alexa-enabled smartphones/mobile devices.

### Visa, Mastercard hold fast to gas stations chip card deadline



Visa and Mastercard are holding firm on EMV transition deadline.

- The October 2020 EMV chip card deadline is nine months away, and Retail Dive reports that [Visa and Mastercard are holding fast to the target date](#).



## Accolades & Events

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### Hughes HT2000L receives TMC Labs Innovation Award for 2019



Hughes HT2000L integrated multi-path platform receives Internet Telephony magazine's [Innovation Award](#) for addressing connectivity needs by integrating multiple wireline and wireless solutions.

### Hughes named SD-WAN 'Market Leader' by Featured Customers report



Hughes recognized as an [SD-WAN market leader](#) in Featured Customers' Winter 2020 Customer Success Report. This is the second year in row Featured Customers has selected Hughes for its managed SD-WAN solutions.

### Future Stores East



Meet with Hughes at [Future Stores](#) to discuss how technology and the customer experience will shape the retail store of the future, February 9-11 in Miami, Florida.

### SD-WAN Expo



Join Hughes at the leading event for [SD-WAN Insights, March 11-14, in Fort Lauderdale Florida](#). See Nick Coval, Director of SD-WAN products and Seejo Sebastine, Sr Director Product Marketing, speak on the topics of SD-WAN security and global deployments.



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# HughesON™

*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.*