

Hughes Network Systems, Inc.

Situation Hughes Network Systems, Inc. (HNS) pioneered the development of high-speed satellite Internet access and is now the global leader of broadband satellite solutions for business and consumer audiences. HNS supplies network infrastructure and products for multinational consumer satellite brands such as DirecPC®, DIRECWAY® and DIRECTV®.

HNS faced external challenges in an increasingly competitive broadband provider industry that included satellite, DSL and cable. Creating distinctive positioning was difficult in this busy market; in addition, HNS's multiple internal divisions and channel partners created brand and message inconsistency. The Design Channel was approached to create a distinctive and consistent message for multiple HNS divisions, products and sales channels that would both educate the audiences and differentiate the solutions.

Solution TDC created a new marketing message based on "Broadband Everywhere," a key differentiator and benefit in Hughes' category. The message was applied to a full host of complementary materials, including a national advertising campaign, trade show exhibits, interactive sales and training demos, web sites, and point-of-sale brochures. A Business Builder marketing kit was developed for channel partners to ensure that branding and message standards would be applied consistently; this kit included a suite of pre-approved collateral, logo usage guidelines, as well as product information.

Result With the newly developed message and supporting materials from TDC, HNS was successfully differentiated from satellite, DSL, and cable competitors, and enjoyed increased activity from various sales channels and product development partners.

- o positioning tagline
- o national advertising campaign

BROADBAND EVERYWHERE

Look into the southern sky. What do you see?

We See **Broadband Everywhere™**



A clear view of the southern sky is your clear path to the Internet's richest content—delivered at blazing speeds via satellite. Where land-based broadband services are limited by geography, broadband Internet access powered by DirecPC is not. DirecPC uses your existing modem to request information from the Web, then uses a satellite to bypass slow landlines to deliver the content you want—at speeds up to 14 times faster than a 28.8 modem! And the price for the fastest Internet access available nationwide isn't much more than you're paying now for dialup access. Which should give you a whole new perspective of the southern sky.



\$149

Call your authorized Hughes dealer or call 1-800-DIRECPC or visit our Web site at www.direcpc.com to locate a dealer near you.

DirecPC powered by Hughes

DirecNet™ View the best of both worlds? DirecNet delivers blazing fast broadband Internet access. And DirecPC™—using the same antenna—breaks all download speeds of up to 400 Kbps combined with more than 250 channels of movies, sports and other DIRECTV programming. So before you decide to log on without the extra look, look here. That's DirecNet—the only way to get DirecPC and DIRECTV from one antenna. That southern sky's looking better and better.



\$199

Look into the southern sky. What do you see?

We See **AOL Anywhere**



Introducing AOL PLUS Powered by DirecPC. High-Speed Internet Access That's Up To 14 Times Faster Than a 28.8K Connection. Now, people everywhere—within the continental United States—can enjoy high speed Internet access, streaming video and blazing file downloads with the new AOL PLUS Powered by DirecPC satellite service. This high speed access is combined with exclusive broadband content and features available only to AOL PLUS subscribers. Thanks to AOL PLUS Powered by DirecPC, broadband has no boundaries!

- Launch your high-speed connection in a snap—AOL PLUS Powered by DirecPC makes broadband so easy!
- Transform your online experience into a complete multimedia showcase with streaming audio, video and more!



Internet at incredible speeds.

Visit our Website at direcpc.com or use America Online Keyword: Satellite

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Broadband Everywhere™

It's Over Most Providers' Heads



Land-based broadband services simply can't offer you the same web experience DirecPC can. That's because their geographic limitations keep them from getting their broadband service to you. We, on the other hand, use a satellite to rise above them and deliver all the benefits of broadband directly to your computer. DirecPC uses your existing modem to request information from the Web, then uses a satellite to bypass slow landlines to deliver the Internet's richest content—at speeds up to 14 times faster than a 28.8 modem! And the price for the fastest Internet access available nationwide isn't much more than you're paying now for dialup access. Take the high road. Experience the Internet via satellite. With DirecPC.



\$149

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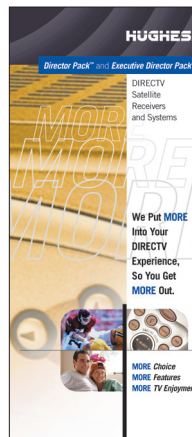
DirecPC powered by Hughes

DirecNet™ View the best of both worlds? DirecNet delivers blazing fast broadband Internet access. And DirecPC™—using the same antenna—breaks all download speeds of up to 400 Kbps combined with more than 250 channels of movies, sports and other DIRECTV programming. So before you decide to log on without the extra look, look here. That's DirecNet—the only way to get DirecPC and DIRECTV from one antenna.

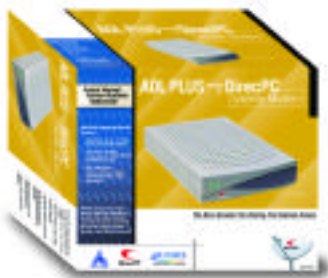


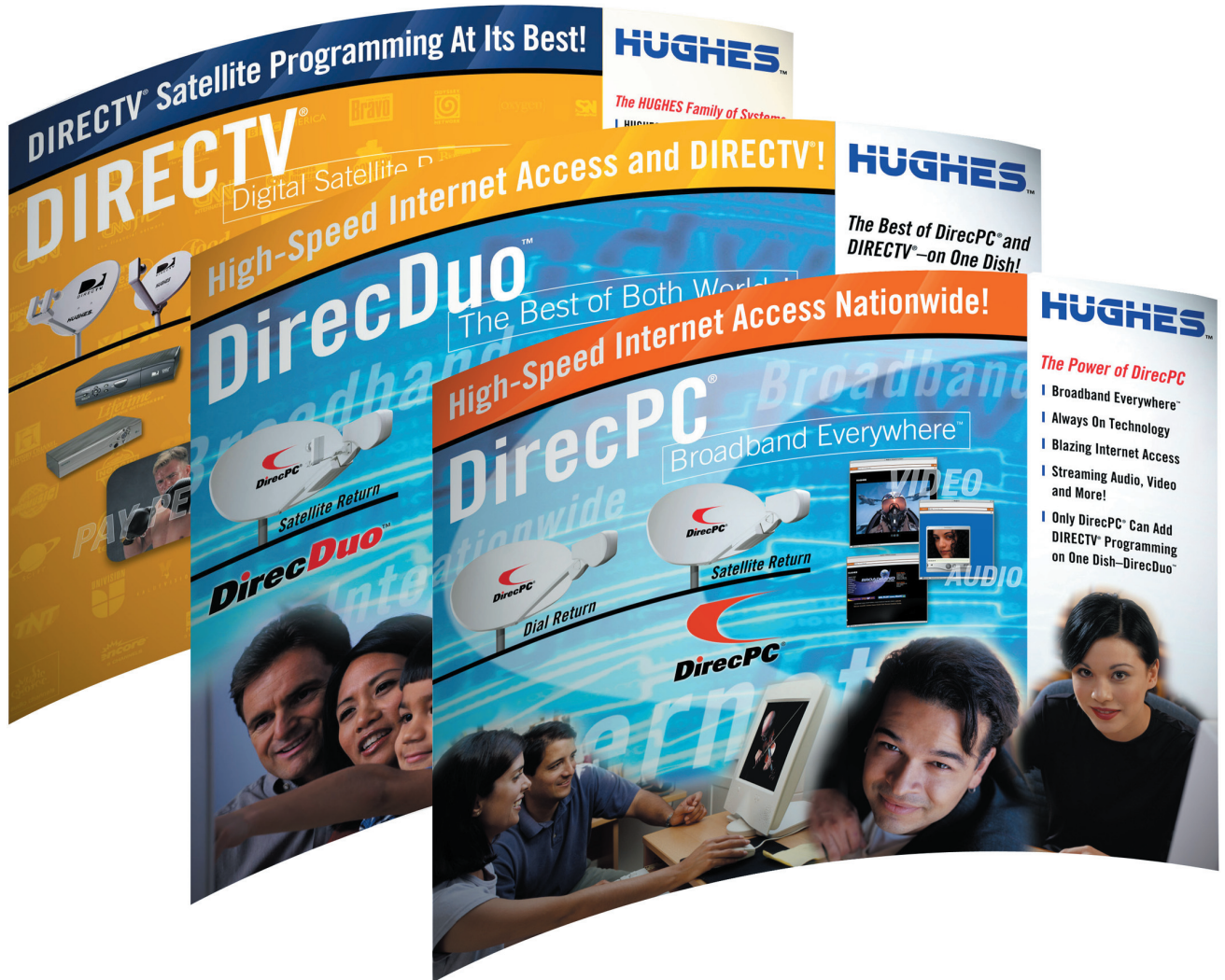
\$199

- o business builder kit including brochure and product data sheets



o product packaging





- o cd-rom product presentation
- o tivo product video



Broadband Everywhere™

Powered by **DirecPC®**
Satellite Modem



Broadband Everywhere™

- What is Powered by DirecPC?
- Why DirecPC is better than modems, cable, or DSL
- Business Applications
- Where to buy
- News & Reviews
- DirecPC Services
- DirecPC Hardware
- DirecPC Partners
- About DirecDuo
- Customer Service

DirecDuo
www.direcduo.com

Finally,
a blazing fast Internet connection **without** compromise.

Two things make for a perfect Internet experience. Fast, affordable, reliable access (that only counts as one), and finding what you're looking for (that's between you and the search engines). DirecPC® is the fastest Internet access...

HOT NEWS

PC Week, November, 1999
This technology is the hottest thing to hit the market...

Home Entertainment 2000
You'll be able to do across the country & your favorite television...

HUGHES DIRECTV

Digital Satellite Receiver



The Smartest DIRECTV System In The Business

From the industry pioneers in digital satellite systems.



Only The Hughes Brand Gives You —

- Uniquely adaptive program guides
- Seamless satellite delivery
- Comprehensive one year warranty

Small Office / Home Office Business Options

 Support	 Products	 Where To Buy
 Warranty	 Register To Win	 News & Reviews

HOT NEWS!

AOL, Juno Announce Partnerships
Hughes Network Systems partners with 2 of the Internet's most dynamic firms.

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