

## FOR IMMEDIATE RELEASE

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## **Hughes Communications India Wins Order for Digital Cinema Satellite Network from Prasad Film Laboratories**

*Marks Hughes leadership in satellite distribution of digital cinema content*

**New Delhi, 21 August 2012**—Hughes Communications India, Ltd (HCIL), a subsidiary of Hughes Network Systems, LLC (Hughes), the world leader in broadband satellite networks and services, today announced that it has been contracted by Prasad Film Laboratories, pioneers in post-production services for the cinema industry, to implement a broadband satellite network to distribute digital cinema content to 1000 sites across Maharashtra, Gujarat, Andhra Pradesh, Tamil Nadu, and Kerala.

Leveraging a powerful Hughes satellite IP-based delivery platform, Prasad Film Laboratories' digital cinema division (PXD) will not only bring down the delivery cost per site, but will also enhance quality of transmission while reducing the cost per print, speeding the time to market, and increasing its penetration in the country. In addition, the Hughes solution via satellite bypasses the terrestrial network, with enhanced security to effectively control piracy which is the biggest threat for digital cinema service providers.

Ajeesh GK, vice president of Projects at Prasad Group said, "Over the years, the Prasad Group has become synonymous with commitment to quality, trust, and dependability in the film world. Prasad Group's commitment to technology is reflected in its state-of-the-art equipment, focus on constant upgrades, and keeping abreast of the latest developments. We selected Hughes over others on basis of a successful pilot conducted over many months and unmatched expertise in running digital cinema networks."

Shivaji Chatterjee, vice president at Hughes India said, "We are extremely privileged that Prasad Labs has chosen Hughes Communications for this important project. Digital cinema is changing the Indian moviegoer's experience, promising superior digital quality versus traditional celluloid formats. Our leading-edge satellite technology will be implemented using industry best practices to ensure the highest quality and most secure solution protected from piracy."

**-More-**

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### **About Prasad Film Laboratories**

Prasad Film Laboratories is a member of the 55-year old Prasad Group, pioneers and leaders in the Indian media and entertainment world. The activities of Prasad Group encompass film production, post production, exhibition, and other value-added services. Over the years, Prasad Group has become synonymous with commitment to quality, trust, and dependability. Prasad Group's commitment to providing value to customers is reflected in its state-of-the-art equipment, focus on constant upgrades, and keeping abreast of emerging technologies. This has built an enviable base of customers from around the world. With consistent growth in terms of turnover and new services, the group has more than 2500 employees working together to give customers uncompromising levels of quality and service.

### **About Hughes Communications India Ltd**

HCIL is a majority owned subsidiary of Hughes Network Systems, LLC. (Hughes), the world's largest provider of broadband satellite networks and services. HCIL is the largest satellite service operator in India providing a comprehensive range of broadband networking technologies, solutions, and services for businesses and governments, including Managed Services to meet every communications challenge. More information is available at [www.hughes.in](http://www.hughes.in).

### **About Hughes Network Systems**

Hughes Network Systems, LLC (Hughes) is the world's leading provider of satellite broadband for home and office, delivering innovative network technologies, managed services, and solutions for enterprises and governments globally. HughesNet<sup>®</sup> is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 2.8 million systems to customers in over 100 countries, representing over 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

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 and digital TV solutions. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com).

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