

## Waiting Room TV™

The time customers wait while a service is being performed is time that they may feel is wasted and they would probably rather be doing something else. But as an innovative service provider, you can turn this around and use it as an opportunity to transform this wasted time into productive time—to expand business, increase profitability, and actually make the wait time enjoyable for your customers.

### Designed for your business

Hughes Waiting Area TV is a solution tailored to your business needs that provides customer-facing messaging alongside live broadcast TV in your lobby, waiting area, cafeteria, or wherever your customers congregate. It includes all the hardware, cabling, and installation necessary to distribute the content within each site and across all your store locations.

### The power of video to influence

Hughes Waiting Room TV allows you to share information about products and services that your customers may not know. It provides information that will educate your customers on the service currently being performed. It allows businesses to share suggestions on how to enhance the current service with additional products and offerings, or further explain how these services are performed, what they do, and why they are important.

With Hughes Waiting Room TV, you can implement a customer communication service directly in the waiting room. It will allow you to convey customized messages and important information to your customers while they are watching television, as well as serve as an up-to-date queuing solution.

The result is a dramatic decrease in perceived wait time, an increase in up-sell opportunities, and more satisfied customers.



### Solution includes:

- Hughes Media Player
- Optional Sling TV Integrator
- Customer queuing capabilities
- Content hosting and distribution
- High-definition display
- Professional installation
- Field maintenance options
- Support options

## Return on investment

With a digital communication solution, you can offer unique benefits to those onsite customers who are willing to engage with you. Reward the customer for being loyal to your business. Cross-selling with discounts is a very common retail trend.

In this digital age, you have the added ability to capture additional customer information, e.g., “text the word ‘Discount’ to 555-1212 and get 10% off an additional service.” This will give you access to the customer and open up new doors for communication. Plus it potentially up-sells on an additional service today. Texting, QR codes, or simply “mention this ad” are all great ways to engage the customer and track the effectiveness of your digital infotainment solution.

## Summary

Hughes Waiting Room TV offers live broadcast TV as well as tailored local site information via an integrated video communications system, which is designed to decrease your customer’s perceived wait time while simultaneously providing information through a system that already has their attention.

- Make your customer’s wait an enjoyable experience with customized programming
- Engage and inform your customers with dynamic lifestyle video and graphics
- Keep customers more informed and satisfied
- Reap the benefits of loyalty, increased revenues, and increased profitability

The screenshot shows a digital display with the following content:

- Weather:** 12:32 PM, FRI June 21, 56° (High 60°, Low 40°), 87% Wind: Calm.
- Traffic:**

Flannan	41 min.
San Marcos	53 min.
Palo Verde	42 min.
Vado	36 min.
Lamy Bluff	37 min.
Wicks	26 min.
Homedale	71 min.
Lake Fork	88 min.
- Advertisement:** "TWO STEPS ONE STICKER" and "RICE UP YOUR FEELS FOR THE NEW TEXAS TWO STEP". It features a cowboy boot on a car seat and text: "Frequently Asked Questions: Why has the inspection sticker been eliminated? HB 2395 was passed during the 83rd legislative session (2013). This bill eliminated the inspection sticker resulting in a single-sticker system and makes vehicle registration dependent on obtaining a passing vehicle inspection." Below the ad is a window status bar:

NOW SERVING:	WINDOW A	WINDOW B	WINDOW C	WINDOW D	WINDOW E
	135	128	134	132	131

The screenshot shows a digital display with the following content:

- Ready for Pickup:**

Bre A.
Cha D.
Dia E.
Ed H.
Joh K.
Lin M.
Mik P.
Jon R.
- Advertisement:** "Whole, 2%, 1%, or Fat Free 1/4 Gallon Carton MILK 2 for \$3 With Rewards Card". It features an image of a milk carton.
- Footer:** "Jones Industrial gains 240 points during early YOUR STORE" (partially visible).

For additional information, please call 1-888-440-7126 or visit [business.hughes.com/enterprise](http://business.hughes.com/enterprise).

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