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## **EchoStar Europe Overview**

EchoStar Europe ([www.echostar-europe.com](http://www.echostar-europe.com)) is dedicated to enabling operators of digital cable, IPTV, satellite and terrestrial TV to optimise network revenues by supplying added-value, connected device solutions. Through a comprehensive product range, including set-top boxes, digital video recorders, home networking and place-shifting applications and services, our solutions enable operators to deliver state-of-the-art entertainment portfolios cost effectively.

We combine best-in-class engineering, VIP account management, supply-chain, manufacturing and customer service into one dedicated and experienced team. Whether it be through applications such as our network diagnostics system, or enabling the ultimate integrated 'TV anywhere' place-shifting experience, we believe in supplying innovative platforms that go beyond the box to optimise the operating efficiency of digital TV networks, reduce churn and create new revenue streams.

With more than 400 employees based in the UK, The Netherlands, Ukraine, and Spain, over 90% of our workforce is dedicated to engineering. We have supplied products, applications and services to the leading digital television operators for a number of years, supporting customers such as Cyfrowy Polsat, DISH Network, Sogecable and Telefónica to develop and grow their businesses successfully.

EchoStar Europe is a business unit of EchoStar Technologies L.L.C. ([www.echostar.com](http://www.echostar.com)), an operating entity of the publicly traded EchoStar Corporation (NASDAQ: SATS). EchoStar has shipped in excess of 70 million connected devices to digital TV operators worldwide and has secured a number of industry awards and market firsts as testament to its innovative technology.

## **EchoStar Corporate Highlights**

- 25+ years experience supplying the world's leading digital television operators
- 70+ million connected devices supplied worldwide
- 2000+ employees globally (400+ in Europe)
- EchoStar Corporation de-merged from DISH Network in January 2008
- Digital lifestyle and place-shifting company SlingMedia, Inc. acquired in 2007
- Publicly listed on the NASDAQ stock exchange (NASDAQ: SATS)
- Revenues totaled approximately US\$2 billion in 2008
- Multiple awards won for new technology

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## **Products, Applications and Services**

EchoStar Europe is an established supplier of satellite set-top boxes and has developed a new product range that encompasses cable, IPTV, terrestrial TV and hybrid. The company has established relationships with the industry's leading suppliers of conditional access, middleware and digital rights management to bring a best-of-breed approach to operators' unique technology requirements. We actively participate within the world's leading industry bodies and steering groups, working to define the future of digital TV and attain the highest environmental standards.

We have fully integrated Slingbox™ technology within our SlingLoaded® products to add market proven home networking and place-shifting technology to our expanding portfolio of advanced features. Our unique experience in working hand-in-hand with one of the leading digital television operators worldwide has allowed us to develop an unrivalled appreciation of the ecosystem in which our connected devices operate. To this end, we have developed added-value applications and services, such as remote diagnostics and viewer behaviour management software, to ensure the highest possible network efficiency, which in turn provides a distinct advantage over our competitors.

## **Awards & Recognition**

EchoStar has achieved the highest accolades for its technology, positioning us as one of the leading suppliers of connected device solutions worldwide.

### **2011**

#### **Electronic House Publishing**

Winner

SlingLoaded 922

Product of the year - Digital Content/Streaming Media/VOD Services

#### **Consumer Electronics Association – International CES Innovations 2011 Design and Engineering Awards**

Slingbox 700U - Video Components

EchoStar 722i - Video Components

### **2010**

#### **IPTV World Series Awards**

Winner

SlingLoaded HD DVR

Best Hybrid Broadcast-IP Video Delivery Solution or Service

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**Consumer Electronics Association – International CES Innovations 2010 Design and Engineering Awards**

Sling Receiver 300 – Multi-Room Audio/Video

Sling Touch Control 100 – Video Accessories

**Mobile Apps Showdown – International CES 2010**

SlingPlayer Mobile – Top 20 Consumer Mobile Apps

**2009**

**Consumer Electronics Association – International CES Innovations 2009 Design and Engineering Awards**

Touchpad Remote Control – Video Accessories

Graphic User Interface – Video components

**CNET**

SlingLoaded 922: CNET Best of CES in the Home Video category

**G4**

Best of the Best award, CES 2009

SlingLoaded HD DVR

**IPTV World Series Awards**

Shortlisted

SlingLoaded HD DVR and Graphic User Interface

Best On-Demand Technology for IPTV

Best Hybrid Broadcast-IP Video Delivery Solution or Service

**CSI Awards**

Best customer premises technology

SlingLoaded HD DVR

**2008**

**CNET**

Editor's Choice Award for ViP722 DVR

**CNET**

TR50-DVR: CNET Best of CES in the Home Video category

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**Consumer Electronics Association – International CES Innovations 2008 Design and Engineering Awards**

211 + DVR (DVR Conversion: Honoured for excellence in the Video Accessories category for DVR Video Archiving feature)

**PC Magazine**

Editor's Choice for Best DVR with a ranking of 4.5 circles (highest in the category).

**2007**

**Consumer Electronics Association – International CES Innovations 2007 Design and Engineering Awards**

Video Displays ViP622 IPTV DVR  
Video Accessories: DVR Video Archiving

**2006**

**CNET**

Editor's Choice Award and ranked best-in-class for ViP622 DVRTM

**Consumer Electronics Association – International CES Innovations 2007 Design and Engineering Awards**

Honoured for excellence in the Video Accessories category for DVR Video Archiving feature  
Honoured for excellence in the Video Displays category for the ViP622 DVRTM

**Digital Trends**

Editor's Choice Award for Player - DVR 942

**National Academy of Television Arts and Sciences Emmy Award**

Sling Media Placeshifting technology

**2005**

**National Academy of Television Arts and Sciences Emmy Award**

Outstanding Interactive Program of the Year

**2004**

**National Academy of Television Arts and Sciences Emmy Award**

Pioneering Efforts in the Development of Spot Beam Satellites for Distribution of Local Broadcast Channels Directly to Home Receivers

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**2003****Consumer Electronics Show**

Best of Show Award for 921 with Broadcom

**2002****Consumer Electronics Show**

Innovations Design and Engineering Best of Show Award in Satellite Systems product category for 721

Innovations Design and Engineering for Platinum Plus Keyboard **2001****Consumer Electronics Show**

Innovations Design and Engineering Honouree in Satellite Systems product category for Model 6000

**2000****Consumer Electronics Show**

Best of Show Award for Product Excellence, Player 500

Sound &amp; Vision Reviewer's Choice Awards

Model 6000 HDTV Tuner/Satellite Receiver

**Achievements**

- First company to offer a satellite receiver for less than US\$200
- First to offer an Integrated Receiver Descrambler (IRD) for C-band satellite TV
- First to establish US installation network dedicated solely to satellite TV systems
- First to offer satellite receiver with built-in digital video recording (DVR)
- First to offer an MPEG-4 multi-room high definition and digital video recorder satellite STB
- First to offer a satellite TV receiver with an integrated Internet browser
- First to launch UHF remote (RCU) and touchpad RCU with cursor navigation for major MSO
- First to launch fully integrated place-shifting solutions for cable and satellite TV operators

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**Senior Management****Bob Wadey, Vice President - Operations**

Bob heads-up EchoStar Europe's operations division which incorporates research and development, engineering and project management. He assumes operations responsibility across all of EchoStar Europe's sites including The Netherlands, Spain, Ukraine and the UK which comprises 350+ engineers and associated supporting staff.

Having a strong engineering pedigree with 10+ years industry experience, Bob worked in the telecommunications sector then joined Eldon Technology prior to EchoStar's takeover in 1999. At Eldon, he drove pioneering technology projects for major CE brands, including the market entry of the UK's first integrated digital TV. Bob was instrumental in project managing a number of key product entries for DISH Network and Bell ExpressVue (now BellTV) in North America including high definition development and OpenTV integrations.

Bob now focuses on delivering EchoStar's technology roadmap and third-party integrations for its European customer base

**Ian Walker, Director of Sales and Marketing - EMEA PayTV**

Having joined EchoStar Europe to drive its IPTV business development and sales strategy, Ian's remit recently expanded to cover all elements of business-to-business commercial activity. With over 17 years experience in the digital television industry, Ian has occupied a number of senior commercial and operational positions both in the content management and delivery and technology sectors.

Prior to joining EchoStar Europe, Ian was VP New Business Development at Advanced Digital Broadcast (ADB) where he successfully led the company's IPTV strategy, establishing ADB as a major supplier of IPTV and hybrid set-top boxes. During this time he built an extensive customer base of leading telecommunications and broadband operators and was also influential in securing several industry awards for the company's IPTV technology.



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Earlier in his career Ian worked with NDS before moving to TANDBERG Television - which had acquired NDS's digital broadcast business – where he handled a number of high-profile, key-accounts in the Broadcast and Broadband Contribution & Distribution sector.

Ian had earlier represented Pace Micro Technology as New Business Development Manager with responsibility for securing new business with European satellite television operators. He began his digital TV career with Thorn Europe where he secured major, multi-territory contracts to supply Pay-TV services to the global hospitality market, subsequently adding the management of Thorn's Pay-TV operations to his commercial responsibilities.

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