

DIRECWAY

Business Solutions

OIL & GAS STATION SOLUTIONS



Better communications means better business



DIRECWAY Oil & Gas Station SolutionsSM—boost profits at every station, everywhere.

With over 50,000 installations at retail gas stations around the globe, it's no surprise that HUGHES has been the leader for decades in providing high quality satellite networking solutions to the world's major oil companies. The benefits of rapid and reliable satellite connectivity at all gas stations, wherever they may be, have meant customers get the speedy service they want and owners are always in control of inventory at the pumps and in their convenience stores. Now, with DIRECWAY[®] broadband satellite solutions from HUGHES, the industry can expand beyond efficient transactional services and unlock profitable new revenue streams at every pump and every store. And, get it all on one comprehensive network that's lower cost and easier to implement and operate than fragmented terrestrial alternatives.

With HUGHES DIRECWAY broadband satellite solutions, you can maximize the sales opportunity at every station and every store.

■ Unlock the market for retail services at every station

DIRECWAY brings the power of broadband satellite connectivity to deliver new services and increase profits at every oil and gas station location, whether countrywide, continentwide or worldwide. Install an ATM machine and make it convenient for customers on the go to do their banking and get cash for store purchases. Generate third-party fees and uplift sales in stores by broadcasting multimedia advertising, or by adding a lottery terminal. Configure an Internet kiosk and offer customers high-speed Internet access, or connect custom CD-burning services, so kids can download music. All can be easily implemented onto the flexible, LAN-based DIRECWAY platform. And improve employees' sales skills relating to these new services by broadcasting interactive training programs. All of this and more is possible with DIRECWAY from HUGHES, the proven network solutions provider to the oil and gas industry.

■ Save time and money with more efficient operational support services

With DIRECWAY, every one of your stations, regardless of location, can provide customers with instant credit card payment options, at the pump and in the store. Approval is made in 1-2 seconds, with guaranteed levels of system availability. This unmatched speed and reliability yields better margins and reduces losses, while making it a superior purchasing experience for every customer.

Use DIRECWAY to accurately monitor tank levels and conditions in real time, allowing you to provide timely replenishment, and act quickly and decisively in cases of leaks, theft or damage. Monitor security with surveillance video cameras at all sites transmitting to a central location, and broadcast price optimization information to dozens, hundreds or thousands of stations simultaneously.

■ Manage exploration and distribution activities more effectively

DIRECWAY's global reach makes it ideal for managing remote exploration and distribution locations from regional or central headquarters. Provide fast, reliable and cost-effective communication links to SCADA terminals for monitoring pipelines, regardless of the terrain or remoteness. Or, save time and reduce the costs of exploration by implementing portable sites to transmit seismic data instantly to central processing centers from anywhere in the field.

■ Grow when you want, wherever you want

DIRECWAY can be installed and become fully operational in a matter of hours, whenever and wherever you want, with a full turnkey solution from a single provider. Compare that to terrestrial solutions, which are often cost-prohibitive or unavailable in many areas, or force you to work under many different contracts with many different providers. With DIRECWAY's compact and efficient terminals, you can count on rapid installation rates of several hundred or more locations per day, with unlimited scalability, whether state-wide, continentwide or worldwide. It's easy to add locations or re-deploy quickly as new opportunities arise.

DIRECWAY can be installed and become fully operational in a matter of hours, whenever and wherever you want service, with a full turnkey solution from a single provider.



■ Your success assured by the trusted industry leader

With over 400,000 DIRECWAY enterprise installations in 85 countries, including over 50,000 gas station sites serving most of the world's major oil and gas retailers, HUGHES has achieved an unmatched level of trust earned over three decades of helping leading companies succeed. However global your size and number of locations, let HUGHES show you how to take advantage of the power of broadband satellite communications to maximize the profitability of your oil and gas business.

5 Key Reasons to Choose DIRECWAY Oil & Gas Solutions:

- 1 Optimize the sales potential at every station and every store by offering innovative new products and services
- 2 Improve margins and customer service with *instant* credit approvals at the pump
- 3 Streamline security, tank monitoring and other back office applications
- 4 Get always-on service anywhere, quickly, with guaranteed service levels...all from a single provider
- 5 Benefit from the experience of the proven leader in broadband satellite networks

Let us show you how DIRECWAY Oil & Gas Solutions from HUGHES can help you generate profitable new sales, streamline operating procedures and more. Contact us at globalsales@hns.com or visit our Web sites at www.hns.com and www.direcway.com.



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