


**Featured Article: OTT TV - A Necessary Value-add Service**


Over the Top TV has become a necessary Value-Add service, not only for the Telco / ISP giants but also as a “prime” focus for other distinguished players such as Direct-to-Home Service Providers, Cable Network Distributors, Content Owner Companies. Broadcasters and Producers are also lured to venture into owning their own OTT-TV service platform and reach out to the Consumer segments directly.

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**OTT Service Insight Quality of Experience (QoE ) & Analytics Solution**

*Quality of Experience (QoE) has become a deciding factor for subscribers while choosing an operator.*

HSC's OTT Service Insight Quality of Experience (QoE) and Analytics solution helps service providers, content owners, CDNs, customer care executives etc. to gain valuable and actionable insights into network conditions and subscriber behavior under different conditions.

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**OTT Video Delivery Solution**


*Want to increase the reach of your content and explore endless monetization possibilities for your content?*

HSC's OTT Video Delivery Solution will empower your viewers with an access to the complete repository of your valuable content. Along with the flexibility of consuming Any-Content Any-Where, Any-Time on Any-Device the solution provides ease of search, discovery and recommendations.

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**Blog: QoE - The Dire Need for an OTT Service**

Media Viewing today extends to a plethora of devices with a multitude of screen sizes. The audio-video content is delivered via OTT to these multi-screen devices over a CSP's network. Identification and measurement of the metrics related to the QoS of streaming service is termed as QoE or Quality of Experience.

Here's how CSPs to find ways to improve subscriber engagement, enhance monetization opportunities and optimize viewing experience.

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WiFi NOW is the world's premier Wi-Fi expo & conference featuring industry-leading speakers and companies in enterprise, carrier, in-home, and public Wi-Fi.

Hughes Systique is excited to showcase two exciting demos on Hotspot 2.0 Release 2.0 Infrastructure and the other being Load balancing/Traffic steering (eHOS) at the show. Come and witness Hughes Systique Corporation's expertise and Wireless offerings at the WiFi NOW 2017 in Washington D.C. at Stall Number 6 between 18 - 20 April, 2017.

[Click here to set up a meeting with us at the venue!](#)

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**News and Events:**

Dec 06, 2016: HSC partners with NASSCOM for the 3rd edition of NASSCOM Annual Technology Conference (NATC)

Dec 06, 2016: HSC is exhibiting at CeBIT 2016. Visit us at stall no. STPI(057)

Dec 08, 2016: HSC attending NRF Big Show 2017 in New York City, Jan 15-17 2017

Dec 10, 2016: HSC is one of the co-partners for TIE Global Summit 2016

Dec 12, 2016: HSC demonstrates augmented reality dashboard technology

Jan 15, 2017: Hughes Systique demonstrates state of the art technology for the “Next Generation Retail Store”

Feb 15, 2017: Hughes Systique impresses visitors with innovative solutions at Convergence India 2017