

30 REASONS TO SWITCH TO NEXT-GEN MOTOTRBO™



MOTOROLA
SOLUTIONS

10 WAYS MOTOTRBO DELIVERS MORE

- HIGHER EFFICIENCY**
Digital technology delivers voice and data in half the bandwidth of analog voice. Sophisticated MOTOTRBO trunking systems give you improved resource-utilization.
- LOCATION-TRACKING**
Improve safety and efficiency by keeping track of your resources, with high efficiency GPS as well as convenient Bluetooth indoor location-tracking.
- BUILT-IN WI-FI**
All MOTOTRBO professional radios have Wi-Fi capability. Now you can update your radio software remotely – and that's just the beginning.
- LONGER BATTERY LIFE**
Get three shifts from one battery. The efficiency of digital and the latest energy technology delivers up to 29 hours of battery life.
- BETTER COVERAGE**
Digital technology reaches further, with clear speech even in fringe coverage areas. Next-Generation MOTOTRBO's improved sensitivity increases that by another 5-8%.
- SUPERB AUDIO**
Communicate clearly, every time. The superior noise-cancellation and sophisticated audio processing features of MOTOTRBO keep your workers connected.
- IMPRES™ ACCESSORIES**
From smart battery management to self-optimizing audio devices, Motorola's patented IMPRES accessory technology gives you more use from your radios.
- TEXT MESSAGING**
Use the built-in text messaging capabilities of MOTOTRBO for extra convenience, traceability and accountability.
- DATA AND APPLICATIONS**
Leverage and extend your operations-critical voice system for operations-critical data with safety, productivity and control room applications.
- WAVE**
Need to connect your factory workers to office workers? WAVE and MOTOTRBO can do all this and more.

5 WAYS MOTOTRBO HELPS YOU TRANSITION

- DUAL-MODE ANALOG AND DIGITAL RADIOS**
MOTOTRBO radios have built-in analog and digital functionality, so you can migrate to digital at your own pace: all at once, one workgroup at a time or even one radio at a time.
- DYNAMIC MIXED MODE REPEATERS**
MOTOTRBO repeaters can support both analog and digital transmissions during your transition, to ensure your communications aren't interrupted.
- DOUBLE CAPACITY IN THE SAME CHANNEL**
MOTOTRBO fits two digital voice or data channels into the same 12.5 kHz analog channel, giving you more flexibility and more capacity.
- REUSE OF INFRASTRUCTURE**
Your investment in towers, site antennas, power and civil works can be carried across to your new MOTOTRBO system. Even your radio frequencies can be reused.
- FLEXIBLE FINANCING**
Don't want to invest capital? Working with our Channel Partners, Motorola can offer low-cost financing, leased systems or even subscription-based monthly services.

5 WAYS TO SAVE WHEN YOU SWITCH TO MOTOTRBO

- SAVE** when you trade-in and trade-up.
- SAVE** on licenses by leveraging the same spectrum as your analog system.
- SAVE** with predictable capital and operating expenses and no additional airtime/usage fees.
- SAVE** with energy efficient IMPRES batteries to extend the performance of your two-way radios.
- SAVE** with our current promotions and visit www.motorolasolutions.com to help you make the switch to MOTOTRBO.

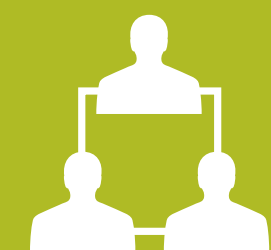
5 WAYS YOUR ORGANIZATION WILL BENEFIT



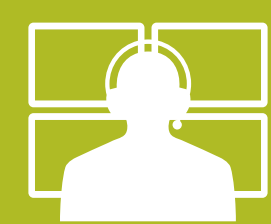
BETTER STAFF UTILIZATION
Enabling workers to execute everyday tasks faster and more accurately, increases productivity and helps control staffing costs too.



ENHANCED PERSONNEL SAFETY
Automated systems and procedures can help keep staff, clients and members of the public safe day-to-day or during critical events.



UNPARALLELED TEAM COLLABORATION
Connecting team members, no matter where they are, so that they are instantly accessible and interconnected, means they can act as a single, unified group to better serve their customers.



MORE EFFECTIVE MANAGEMENT
With visibility into real-time information like maintenance schedules, location of people and assets or room availability, managers are better equipped to make better decisions.



REDUCED ADMINISTRATIVE TIME
Replacing paper-based systems with automated processes reduces admin time and the opportunity for errors.

5 WAYS TWO-WAY RADIOS ARE BETTER THAN OTHER SYSTEMS



COVERAGE
Meet the specific user requirements, from a single building to multiple locations or wide area coverage.



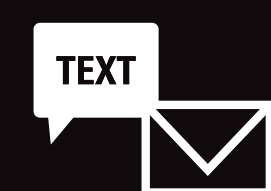
CAPACITY
Use dedicated licensed spectrum and right-size system design to handle normal operation and peak usage so calls always get through.



CONTROL
High degree of control over system design, priorities, features and operation means system can be configured for specific user requirements.



COST
Predictable capital and operating expenses with no additional airtime or usage fees, unlike mobile phones.



CAPABILITY
Built-in GPS, telemetry, text and data capability allows use of applications to provide advanced systems for efficient operations, security and safety management.

TIME TO GO MOTOTRBO