

50 REASONS TO SWITCH TO MOTOTRBO™



MOTOROLA

- 1 INSTANTANEOUS COMMUNICATION**
No connection delays or waiting for dial tone
- 2 RUGGED, DEPENDABLE DEVICES**
Designed to withstand the everyday knocks in tough environments
- 3 RELIABLE AVAILABILITY**
Radio system designed to meet user needs
- 4 MANAGEABLE COST OF OWNERSHIP**
No call charges or subscriptions
- 5 CUSTOMISED SOLUTIONS**
Wide portfolio of devices, smart accessories and applications
- 6 FIELD PROVEN QUALITY AND PERFORMANCE**
Over 4 million MOTOTRBO radios and 3000 systems have been deployed worldwide
- 7 INNOVATIVE PRODUCTS**
Waterproof, compact, stylish, feature-rich: MOTOTRBO is re-inventing two-way radio usage for added value
- 8 DMR COMPLIANT**
All MOTOTRBO radios are compliant with the ETSI DMR Standard
- 9 ENHANCED AUDIO QUALITY**
Hear messages more clearly even in noisy situations
- 10 GREATER COVERAGE**
Communicate more reliably over greater area
- 11 DOUBLE CALL CAPACITY**
Reduced licensing and infrastructure costs and reduced likelihood of unconnected calls
- 12 LONGER BATTERY RUNTIME**
Increased battery runtime helps ensure the radio works when it's needed
- 13 SECURE COMMUNICATIONS**
Up to 256-bit encryption prevents eavesdropping and improves system integrity
- 14 RESTRICTED ACCESS TO SYSTEM**
Prohibits unauthorised radio users from accessing repeaters in a system
- 15 INDIVIDUAL AND GROUP CALLING FEATURES**
MOTOTRBO allows 1-to-1, 1-to-many and 1-to-all calling with Caller ID
- 16 BUILT-IN MODEM**
Supports data applications
- 17 INTEGRATED GPS / GLONASS**
Enables vehicle tracking for security and operational efficiency

- 18 INTEGRATED BLUETOOTH®**
Unleash the power of the radio by connecting wirelessly to audio accessories
- 19 PROGRAMMABLE BUTTONS**
Allow one-touch access to commonly used functions or features
- 20 EMERGENCY SIGNALLING**
Get the message to the right person immediately when there is an issue
- 21 TRANSMIT INTERRUPT**
Stop ongoing radio transmissions when required to make higher priority calls
- 22 VOICE ANNOUNCEMENT**
Audible confirmation of status or selected operations of the radio
- 23 MULTIPLE LANGUAGES SUPPORTED**
Local language on-screen messages and voice prompts make using the radio easier
- 24 TEXT MESSAGING**
Pre-programmed and free-form texting for non verbal communications
- 25 PREDICTIVE TEXT ENTRY**
Speeds up entering free-form text messages
- 26 LOCAL CHARACTER SET KEYPADS**
Roman, Cyrillic and Arabic keypad versions available
- 27 ATEX CERTIFIED**
Radio and accessories certified as a system for use in potentially explosive environments
- 28 INTELLIGENT AUDIO**
Automatic volume control based on background noise levels
- 29 LONE WORKER ENHANCED PERSONNEL SAFETY**
Initiates emergency if user does not respond to periodic alerts
- 30 TELEMETRY**
Remotely monitor and operate equipment
- 31 VOX (VOICE OPERATED TRANSMISSION)**
Hands-free calling with selected radio accessories
- 32 DUAL ANALOGUE AND DMR DIGITAL OPERATION**
Easy migration path or integration into existing radio fleets
- 33 ANALOGUE FREQUENCY REUSE**
Uses the same RF channels to make switching from analogue easier
- 34 MPT1327 COMPATIBLE**
MOTOTRBO can be used in existing MPT radio fleets
- 35 IMPRES™ AUDIO**
Consistent audio quality and loudness over a wider range of conditions

- 36 IMPRES ENERGY**
Automatically controlled battery charging and reconditioning for longer life and optimal performance
- 37 DIVERSE APPLICATIONS**
Industry's largest App Developer community meeting the widest range of user needs
- 38 TELEPHONE INTERCONNECTION**
Make and receive telephone calls on the radio
- 39 PERSONNEL AND ASSETS MONITORING**
Track location of people and vehicles for maximum effectiveness
- 40 OVER THE AIR PROGRAMMING**
Reconfigure radios without the need to remove them from service
- 41 IP SITE CONNECT**
Connect up to 15 sites for increased coverage
- 42 CAPACITY PLUS**
Single site trunked system provides automatic call routing to give increased call capacity
- 43 LINKED CAPACITY PLUS**
Multi-site trunking for larger systems
- 44 CONNECT PLUS**
Multi site trunking solution with dedicated controller-based architecture
- 45 WAVE 3000**
Communicate with MOTOTRBO talk-groups using an Android or iOS application on your smartphone or mobile device
- 46 SMARTPTT PLUS AND TRBONET PLUS**
Control room solutions integrating voice and data communications with advanced fleet control and dispatch functionalities to maximise business operational effectiveness
- 47 SERVICE FROM THE START**
Feature-rich support packages to protect your MOTOTRBO radios against normal wear and tear, accidental breakage and more
- 48 MARKET LEADER YOU CAN TRUST**
Our customers rely on us for the expertise, services, support and solutions we provide
- 49 MOTOROLA'S LONG TWO-WAY RADIO HERITAGE**
For over 80 years Motorola has been providing inventive and innovative solutions
- 50 DEFINING THE STANDARD**
Motorola is a founding member of the DMR Association and has been instrumental in defining and developing the ESTI DMR Standard

5 REASONS TO COMMUNICATE MORE EFFECTIVELY



BETTER STAFF UTILISATION
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 which enable the entry of information just once reduces admin time and the opportunity for errors.

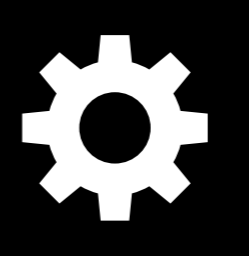
5 ADVANTAGES TWO-WAY RADIOS OFFER OVER OTHER SYSTEMS



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™