

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