



'Safeguarding the Future'

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SAFE-GUARDING THE FUTURE

The BR16 Conference



Where are we?



- Wider choice for customers
 - Analogue and digital solutions for voice
 - More software applications
- Level of Success
 - Higher than ever before
 - Continued growth – pundits are clearly wrong
- Challenges
 - Assignment congestion
 - Gaining new opportunities
 - Data derived services



Other Market Sectors

- MNO replacement/upgrade phase in UK
- Mobiles getting limited by batteries?
- Consumer service coverage?
- Always want more and more radio spectrum
 - Not challenged to be more efficient
 - Market mechanisms clearly not working
- New low-power solutions
- Data / LTE / 5G / Whitespace
- IoT for members
- Fantastic data growth
 - Even more predicted
 - Killing the existing service
 - Hold this thought!



Business Radio Prospect

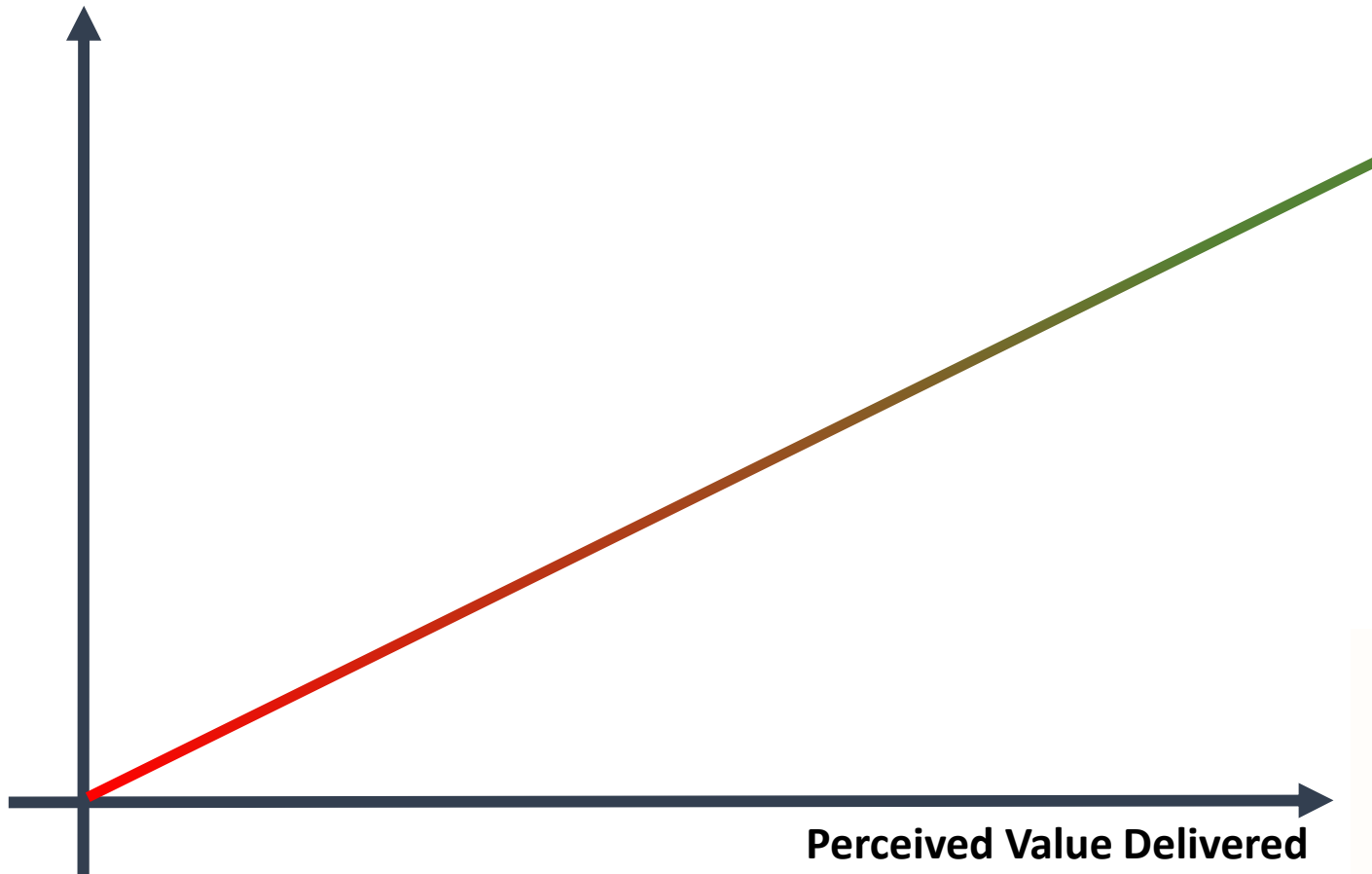


- Current Key Gotcha = Voice Resilience
 - Business-critical / mission-critical / safety-related uses
 - Technology independent.
 - The “gotcha” is a philosophy, not a technology
- Requirements “Creep”
 - M-C/Resilience philosophy extending to wideband & broadband services???
- Business limited?
 - A solution for data or a slow, creeping death
 - Increasing perception of small niche-only
- Customer Awareness
 - New niches



Slippery Slope

Customers



Perceived Value Delivered
Relative to Other Suppliers

I Think We Need:



- Change in Technical Assignment Criteria: 2 → 3!
- Duplex
 - Feels and acts like a mobile radio, but M-C
- A way to support M-C **data** applications in feasible spectrum bands
 - Applications
 - Terminals
 - Integration into operational systems
- Resources to address:
 - The customer awareness issue - Resilience
 - Requirements Creep
 - Actually, we probably want that!





Thought for the Day

At BR16 we are looking at securing the future. But, also consider, how soon will the future be upon us?

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