

# ***Enhancing The Value Of Business Radio***



***DCRS***

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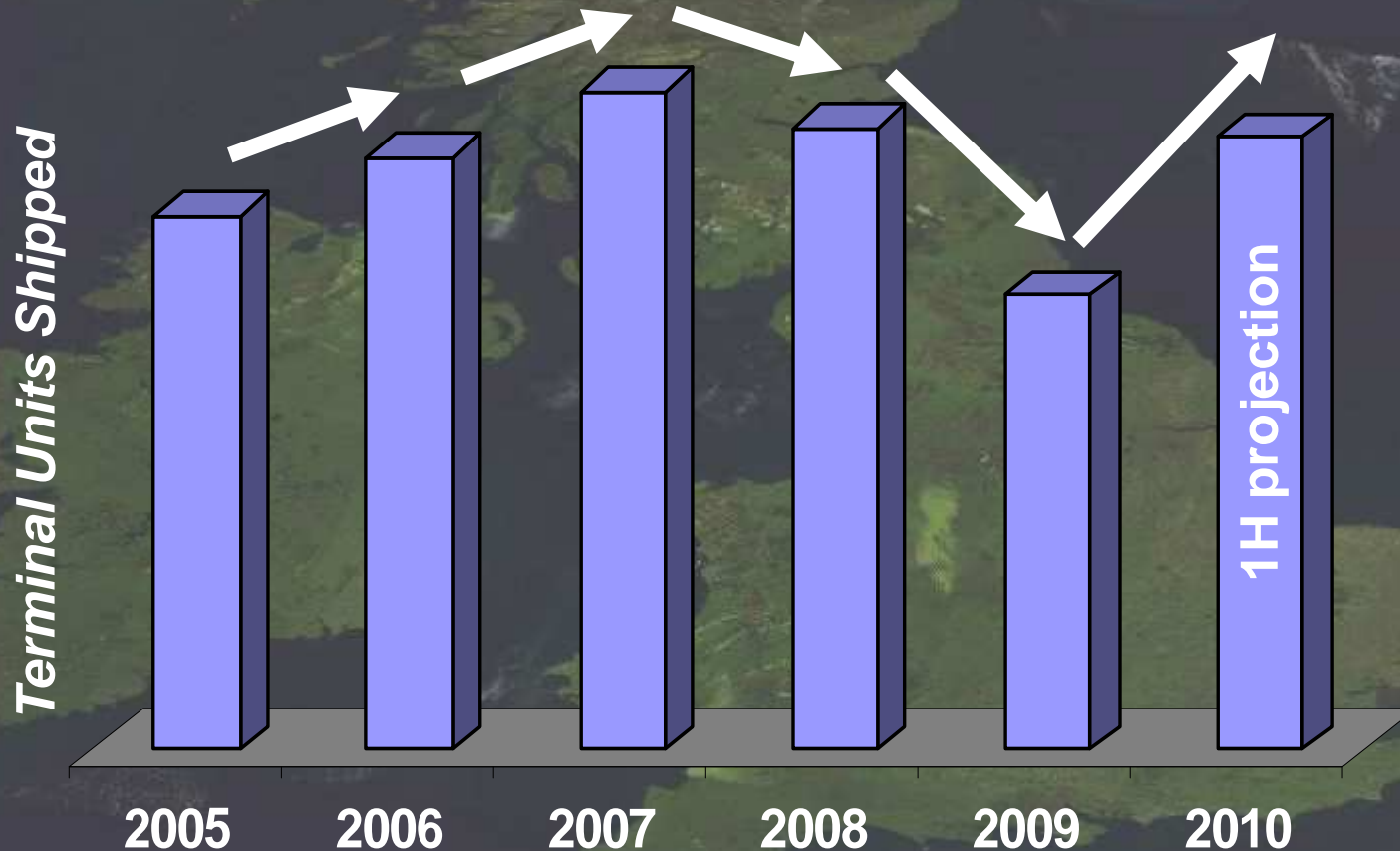
***Product Director, Motorola***

# Growth of UK Business Radio

All manufacturers, analogue and digital radios (not including TETRA)

Source: IMS

Annual growth +11% +11% -6% -27% +35%



UK adoption 3% 10% 16% 20%

# UK Leading the Digital Evolution

# DMR

- *Open ETSI standard*
- *Smooth migration*
- *Better voice & enhanced data*

## *New world of value-add applications*

- *Fleet Management*
- *Dispatcher*
- *Location tracking*
- *Lone worker*
- *Alarm control*
- *Security*
- *Telemetry*

## MOTOTRBO™

ZONITH

ALSATEL

MoniVox®  
PROTECTED COMMUNICATION

EUROCOM  
TELECOMUNICAZIONI

TRBOnet  
Digital Technologies

hermesTRX

KILCH  
HERR Elektronik AG

BPG  
RADIO COMUNICAZIONI

SAITEL  
TELECOMUNICAZIONI s.r.l.

Teldio

NeoTerra  
Systems

safemobile  
NEW SAFETY THROUGH COMMUNICATION

TRIALINK

elcomplus  
SISTEMI TELECOMUNICAZIONI

# ***Meadowhall Shopping Centre, Sheffield***

**Maximise workforce efficiency**

**Ensure customer & staff safety**

**Minimise risk**

**Real-time communication and tracking:**

- **security staff**
- **house detectives**
- **toilet cleaning staff**
- **technical maintenance team**

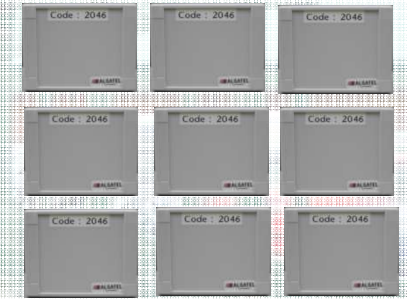
**Coordinate Center Management**

# MOTOTRBO™ & DMRAAlert® Solution

## Mobile Workforce



# MOTOTRBO™



>200 RF Beacons

Capacity Plus + option boards

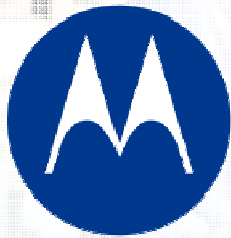
## Control Centre



| Date       | Time     | Message   | Name      | First Name | Detail | ID   |
|------------|----------|---|-----------|------------|--------|------|
| 28/05/2010 | 09:35:30 | Location received Beacon 105 (Beacon 105 (0005 3))                  | Cleaner 1 |            |        | 0105 |
| 28/05/2010 | 09:35:32 | Location received Beacon 106 (Beacon 106 (0005 3))                  | Cleaner 2 |            |        | 0106 |
| 28/05/2010 | 09:34:52 | VOLUNTARY ALARM 2 Previous location=Beacon 103 (0003 3), Security 2 |           |            |        |      |

DMRAAlert® IN-TRACK

# ***New Business Model: New Value***

The ALSATEL logo consists of a red icon of three horizontal bars of varying lengths on the left, followed by the word "ALSATEL" in a bold, black, sans-serif font.The DCRS logo features the letters "DCRS" in a bold, orange, italicized sans-serif font.The Meadowhall logo includes a teal semi-circle above the word "Meadowhall" in a white, sans-serif font.

**“This system is just part of our approach to improving the safety and security of visitors, retailers and staff within the centre. It provides excellent coverage of the centre, allowing us to ensure swift and targeted support, whilst improving response times and ultimately safety.”**

***Dawn Osborne, Head of Operations, Meadowhall***

## Growing **importance** of Business Radio

- *Increasing client & employee safety*
- *Maximising mobile workforce efficiency*
- *Reducing risk*



## DMR is driving **growth** of Business Radio

- *Open ETSI standard*
- *Better basics & new functionality*
- *Ongoing innovation*



## Applications generating **new value**

- *Integrated voice & data applications*
- *Diverse multi-vendor ecosystem*
- *New business model creating new value*





***Thank you***