

17th NOVEMBER 2011, UK

BUSINESS RADIO IN THE INTERNET OF THINGS

GRAEME HOBBS | CHAIRMAN
MOTOROLA SOLUTIONS UK LTD.





***It was the best of times,
it was the worst of times***

**Charles Dickens
“A Tale of Two Cities” (1859)**

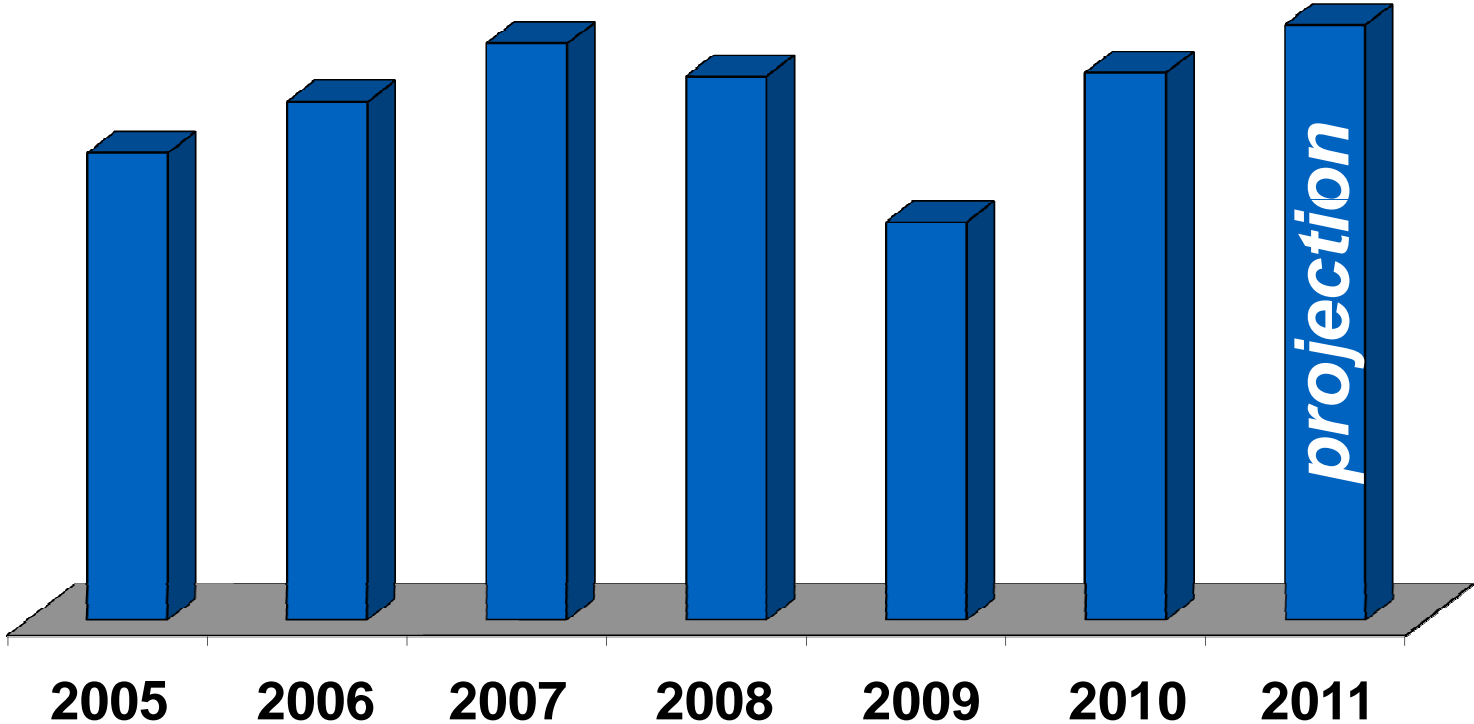


UK BUSINESS RADIO GROWTH

UK GDP + 2.9% +2.7% +0.6% -4.9% +6.7% +1.7%

Growth +11% +11% -6% -27% +37% +10%

UK Radios Shipped



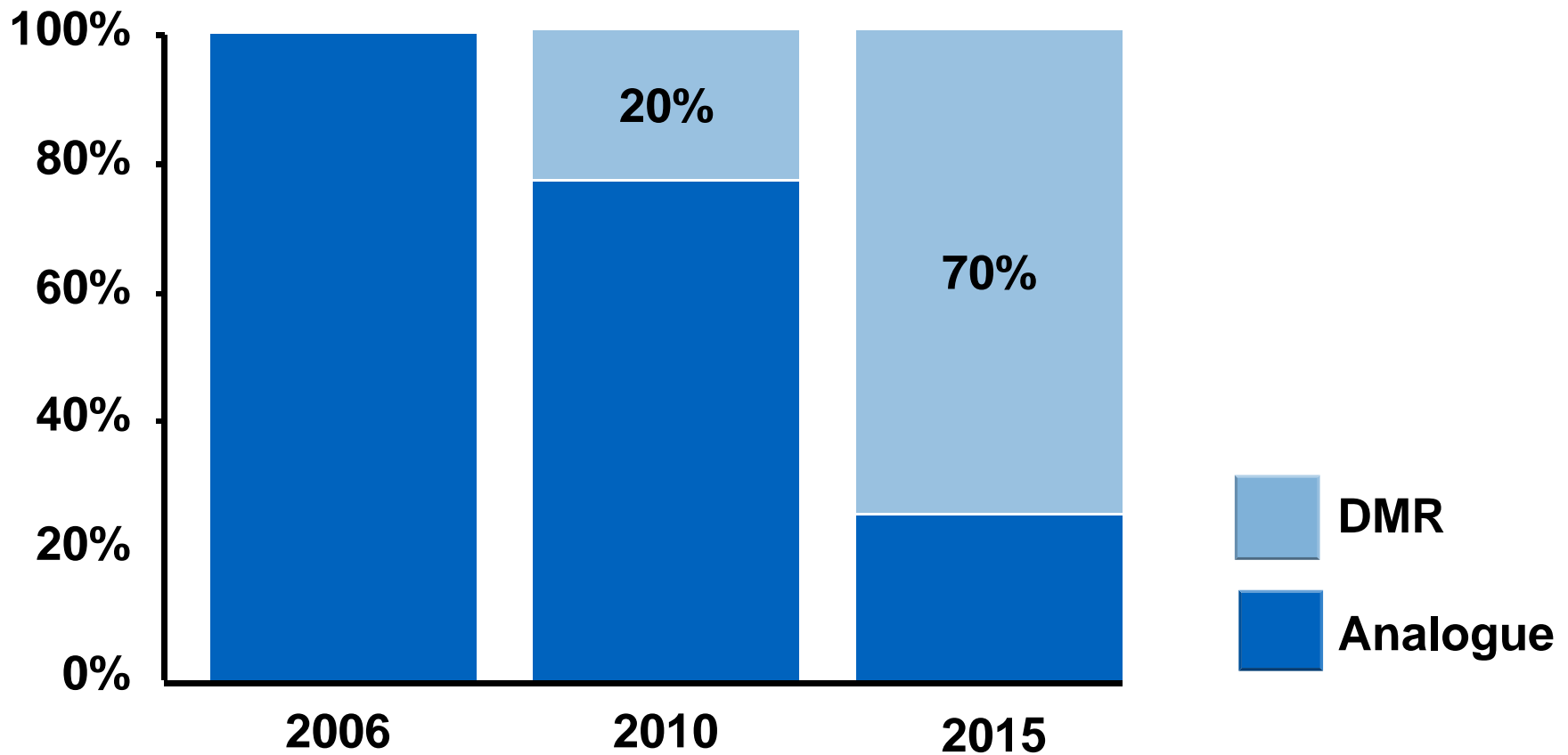
All manufacturers, analogue and digital radios (not TETRA)

Source: Motorola Business Analysis, based on IMS data

ACCELERATING DIGITISATION



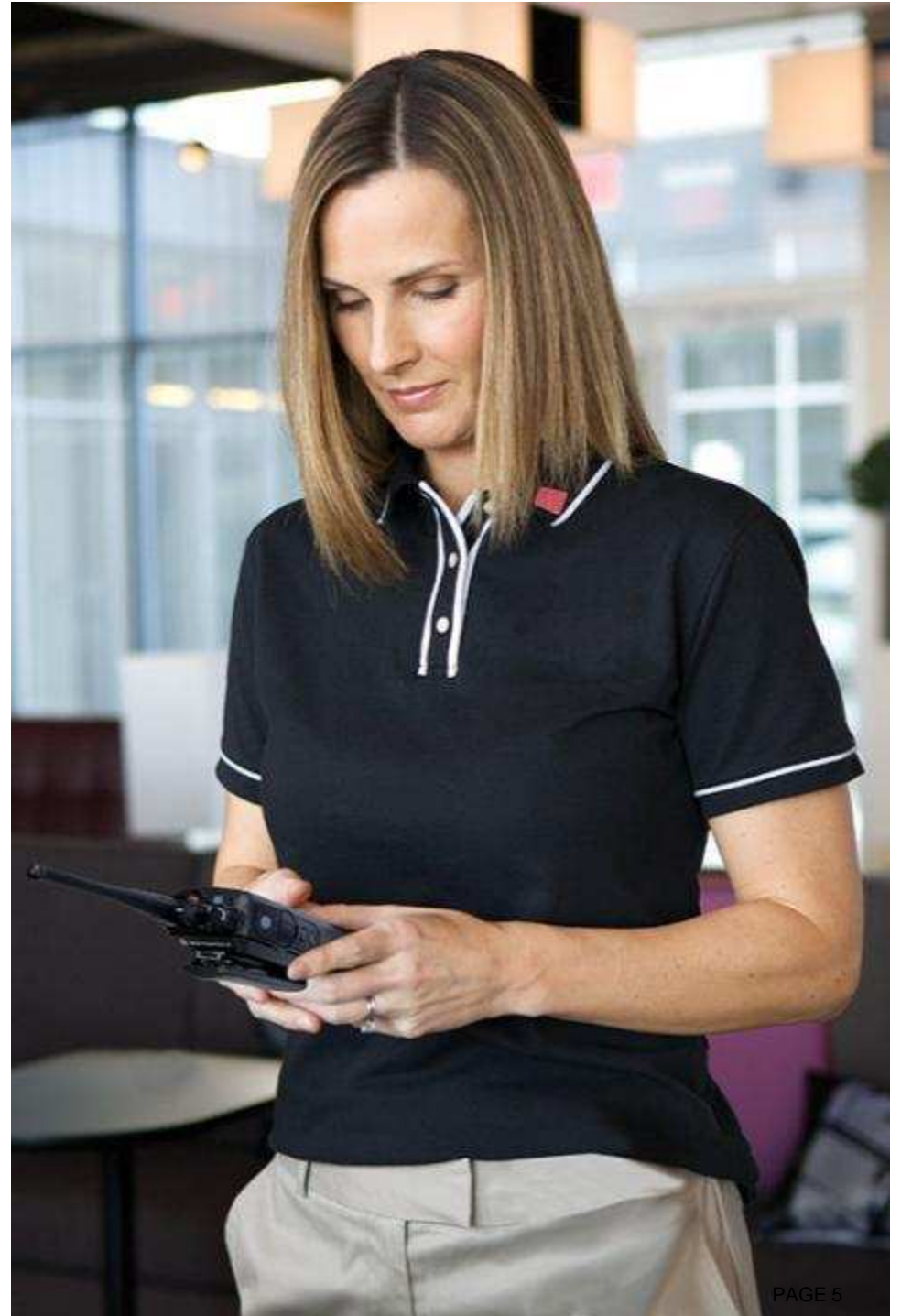
UK Business Radio (£ value)



Source: Motorola Business Analysis, based on IMS data

SUPERIOR VOICE

- **Enhanced audio quality**
- **Extended coverage**
- **Longer battery life**



VALUE-ADD DATA APPLICATIONS

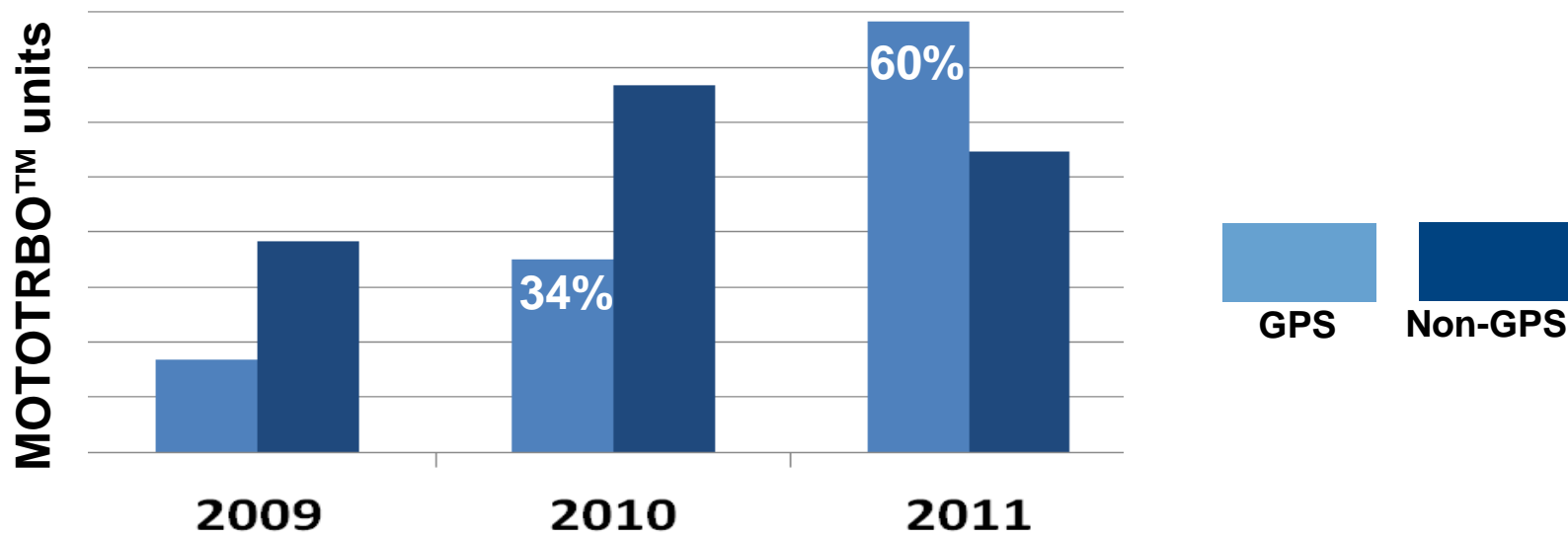


300+ MOTOTRBO™ Application Partners

- Computer Aided Dispatch
- Resource location tracking
- Alarm management
- Man-down & lone worker
- Telemetry



Accelerating sales of GPS-enabled radios



OUR DIGITAL FUTURE



Increasingly important business tool

- Better basics
- New, enhanced capabilities

Increasing convergence

- Digital Business Radio is becoming part of our customers' IT systems
- Connectivity with other telecommunications systems

We must invest

- Develop deep understanding of our customers' business processes
- Enable seamless integration with IT systems
- Training in IT technologies and applications

OPEN STANDARD SUCCESS



Open ETSI standard

- DMR: TS 102 361-1/2/3/4
- dPMR: TS 102 490 & 658



Industry associations

- dPMR MOU Group
 - 14 members
- DMR Association
 - 32 members
 - DMR interoperability testing ongoing between vendors



BEST OF TIMES

Business Radio continues to grow in the UK

Rapid migration to digital

New value to our customers & our industry





***Please, sir, I want
some more.***

**Charles Dickens
“Oliver Twist” (1838)**



THANK YOU...

