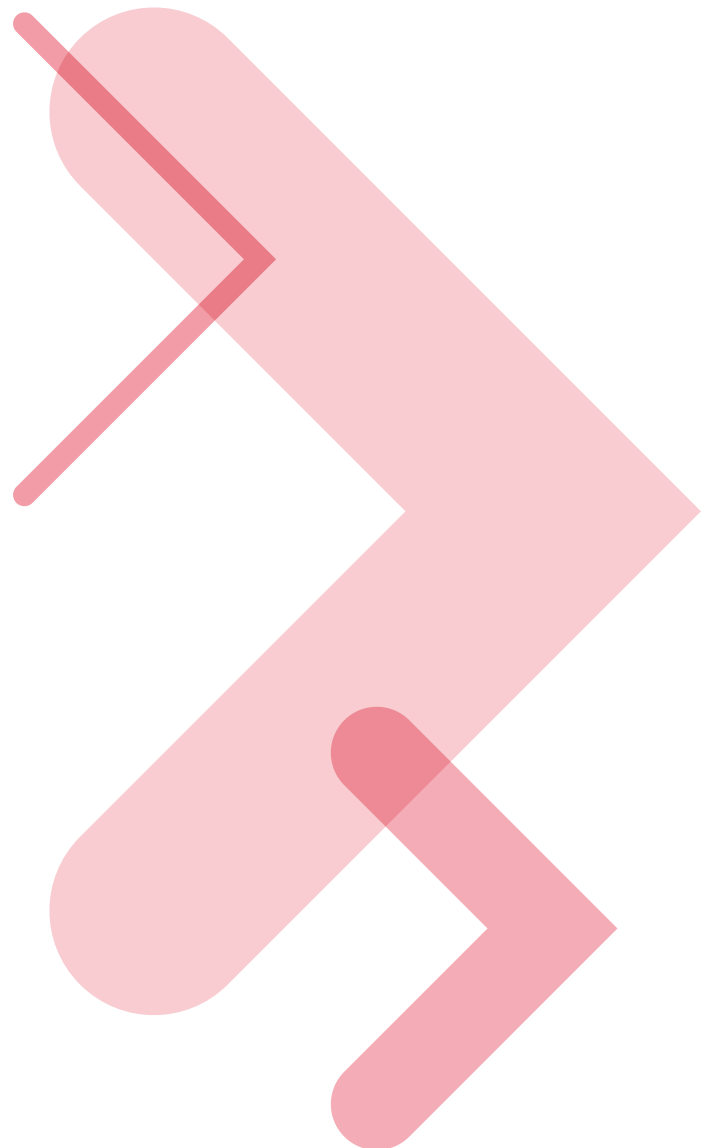




Enterprise Mobility Solutions Profile: Fire & Rescue



TECHNOLOGY THAT'S SECOND NATURE

Motorola's Enterprise Mobility Solutions business serves both government and public safety and commercial and enterprises customers around the world. The two customer sets are distinct, yet they have common needs that span a variety of conditions: real-time information, seamless connectivity and power in the hands of mobile workers. Dedicated Motorola teams bring a history of invention to trusted partnerships with all customers in their unique environments. The day-to-day success of these enterprises – whether governmental or corporate in nature – depends on innovative technology tailored to human needs.



Meeting the Needs of Fire & Rescue

Fire and Rescue services need reliable and efficient communications to effectively deal with fires and other emergencies such as road accidents and rescues. Motorola has an integrated portfolio of solutions to ensure the safety of firefighters and the general public and to minimise the loss of property.

From initial alerting and mobilisation to fireground communications, Motorola's portfolio is aligned to your operational needs:

- **Alerting:** The efficient and reliable alerting of full time and retained firefighters is vital to ensure a rapid response. From dispatching the right resources to providing reliable communications between the control room and firefighters, Motorola's solutions ensure a fast and efficient response.
- **Mobilisation:** Effective mobilisation ensures readiness for the mission ahead. For example, providing access to information such as maps, building plans and details of hazardous materials on Motorola's rugged and durable mobile computing devices.
- **Incident support:** Motorola's solutions provide efficient, reliable wide area communication that provides the crucial link between the incident, command and control and other agencies.
- **Fireground communications:** Coverage is provided throughout the incident location to ensure reliable communications between the incident commander and fire fighters and to provide real time access to crucial information (voice, data and if required video).
- **Asset Tracking:** Advanced data capture and RFID enable the cost effective real time tracking and monitoring or virtually any type of asset including firefighters themselves!

Motorola's solutions improve Fire & Rescue operations by leveraging the following technology:

Mission-Critical Radio Solutions: TETRA

The digital advantage provides outstanding audio quality, integrated voice and data transmissions and voice privacy. And Motorola's leadership in digital communication solutions such as TETRA is second to none. TETRA provides dedicated, reliable and efficient wide area mission critical

communications between fire vehicles, senior officers, fire stations, control rooms and other agencies. It can also provide effective 2 way alerting solutions for retained firefighters and other fire officers. Our robust terminal portfolio includes in built man down sensors, ATEX certified intrinsically safe terminals and excellent receiver sensitivity ensuring their suitability for the fireground. Motorola's solutions can also be customised, for example to enable pump bay communications.

Mobile Computing

Motorola provides a range of industry leading rugged mobile computers and workstations. For example, Motorola's MW810 rugged workstation can help with the effective mobilisation of firefighters by assisting in communications with the control room and storing intelligence such as building plans and the location of fire hydrants. Motorola's family of mobile computers also offers a comprehensive array of mobile connectivity options as well as advanced data capture capabilities including bar code scanning and imaging

RFID

Motorola's RFID solutions enable you to take your business to a new level of efficiency by providing greater visibility into your inventory. In the Fire and Rescue sector Motorola's RFID solutions can help monitor the movement of equipment to and from appliances, fire stations and at incidents thereby providing an effective asset management solution. They can also help monitor the movement of human resources to and from fire stations and at incidents – for example, tracking who is inside the inner cordon.



Motorola's TETRA portfolio includes ATEX certified radios for use in potentially hazardous environments. The radios also feature in built man down sensors, loud audio and excellent receiver sensitivity making them ideal for the fireground.

Advanced Data Capture

Motorola provides a robust and innovative range of scanners for a wide variety of data-capture scenarios. These can help Fire & Rescue departments to track and maintain visibility of many different assets. For example, permanent barcodes can be etched onto fire and rescue equipment. These directly marked parts can be subject to extreme environments and still be read - unlike a traditional label - therefore allowing front line equipment to be managed more efficiently and accurately.

Wireless LAN

Whether for a single fire station or multiple locations across a region or city, you can enhance operational communications with Motorola's family of award-winning wireless LAN products. And, with Motorola's AirDefence solution, it is easier for your IT administrators to update and maintain a secure and consistent WLAN configuration; helping to reduce operating expenses and increase the control and resiliency of your wireless network. Motorola's wireless LAN portfolio can also automatically update building plans loaded on to mobile workstations in fire vehicles when they return to the station.

Wireless Broadband Networks

Motorola's complete portfolio of integrated wireless broadband solutions enables you to capture, connect and control IP-based voice, video and data in real

Product Leadership

Motorola is the number one supplier of:

- RFID
- Mobile Computing
- Advanced Data Capture
- Enterprise Radio Networks
- TETRA
- APCO P25 (Association of Public Safety Communications Officials Project 25)
- Licensed Digital and Analogue Radio Products
- Radio Accessories
- Unlicensed Radio Products
- Wireless Network Solutions

time— both indoors and outdoors. Our portfolio provides fixed, portable, nomadic and mobile applications, and includes WiMAX solutions, Mesh, high-speed Ethernet bridges and point-to-multi-point backhaul solutions. For example, Motorola's backhaul solutions can connect fire stations to provide a fast, reliable alerting solution whilst Mesh can be rapidly deployed and provide real time video at the fireground.

Permanent barcodes can be etched onto fire and rescue equipment. These directly marked parts can be subject to extreme environments and still be read - unlike a traditional label



Video Surveillance

Motorola's wireless IP-based video surveillance networks are purpose-built to deliver best-of-breed video surveillance infrastructure, technology and solutions. They can be used to provide an effective forest fire alerting and prevention solution.

Professional Commercial Radios

Motorola is the recognised leading supplier of two-way radio communications and offers a comprehensive portfolio of solutions for use at the fireground including ATEX certified radios for use in potentially hazardous environments.

Accessories

Motorola offers a range of accessories customised to the needs of Fire and Rescue. For example, Motorola has supplied solutions allowing dual control of radio equipment both from vehicle cab and from the pump bay.

A Complete Services Portfolio

Motorola offers a complete portfolio of supporting services to ensure mission critical performance, cost effective operations and high availability throughout the lifecycle of the solution. Services include: initial planning and deployment services; support services for networks and terminals; advanced services and full managed services solutions.

The Motorola Difference

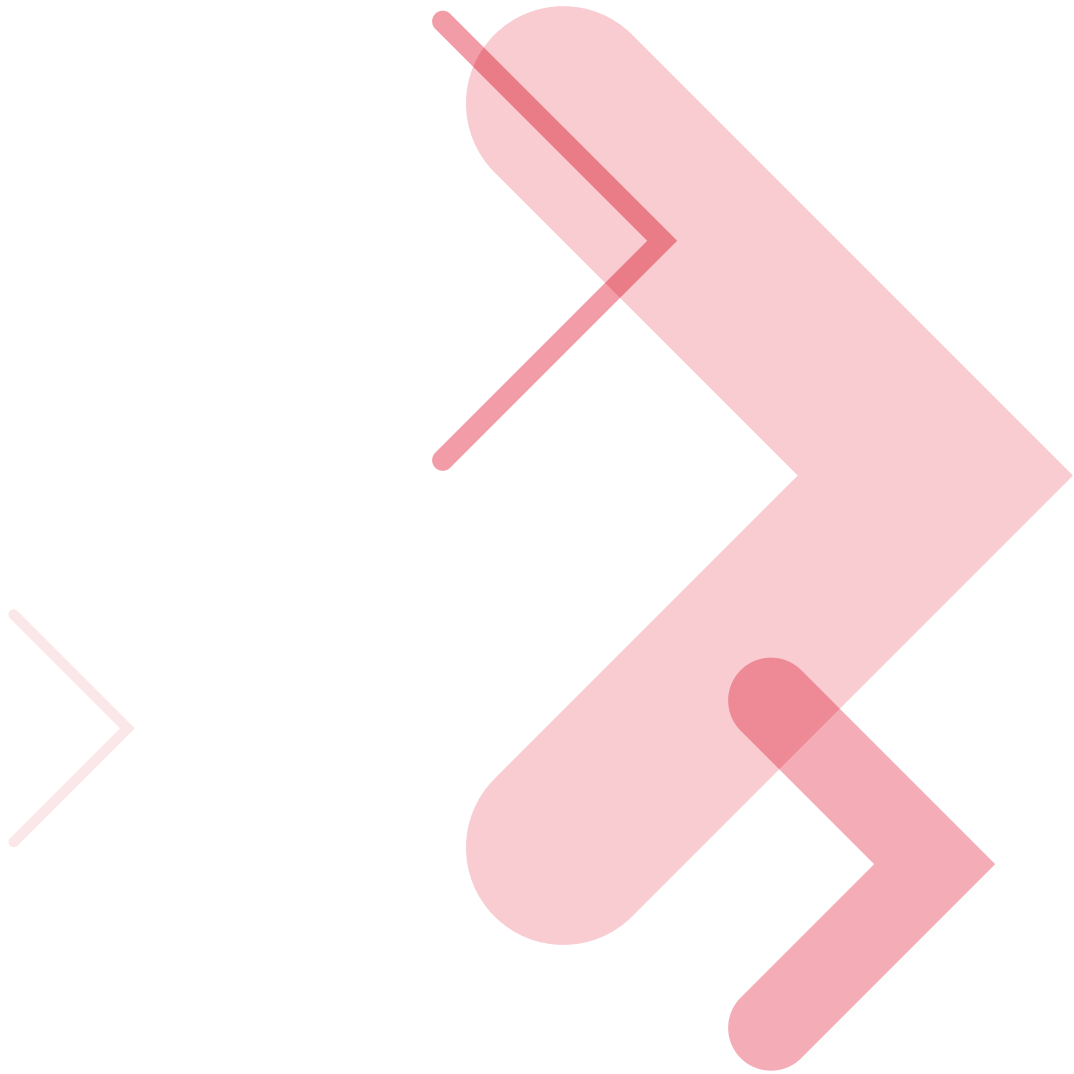
Motorola has over 75 years of international experience of serving customers from the private and public sectors. With over 22,000 patents, Motorola is a company of firsts. We have a rich

tradition of innovation, and continue to develop solutions today for the world of tomorrow – connecting people, enabling mobility and making technology personal.

Our Customers

Motorola's strong position in the fire sector has enabled many customers around the globe to propel their operations towards greater excellence and success. Our customers include:

- Australia
- Austria
- Beijing
- China
- Denmark
- Ecuador
- England
- Ireland
- Northern Ireland
- Korea
- Latvia
- Malaysia
- Netherlands
- Norway
- Scotland
- Shanghai
- Singapore
- United States
- Wales



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