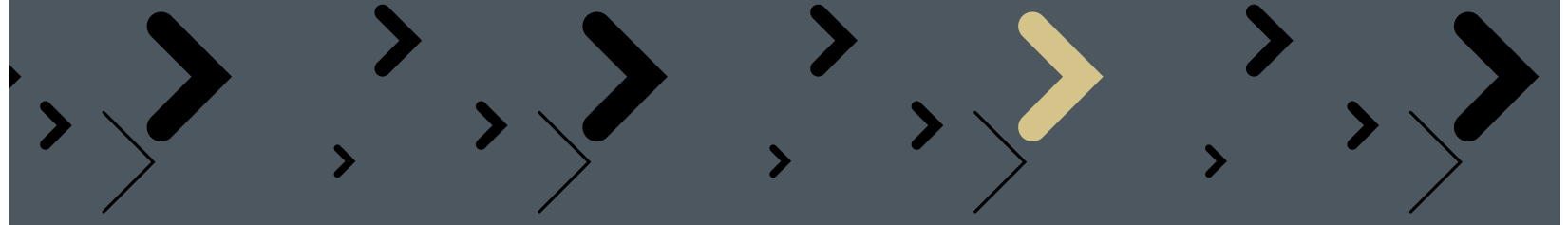




Motorola TETRA Terminals

Engineered to last



CORNERSTONES OF OUR SOLUTIONS



Partnership

Partnership

Choose a partner with the experience and expertise to work with you and deliver the solutions you need.

Integration

Maximise long term performance with integrated solutions enabled by a comprehensive portfolio of terminal accessories, applications and complementary technologies.

Design

Be able to call on a wide range of products designed to handle any specialist task...anywhere, anytime.

Longevity

Maximise the return on your investment with innovation, quality and product support that lasts well into the future.



Integration



Design



Longevity



THE IMPORTANCE OF PARTNERSHIPS



Earned trust

Motorola has been developing and delivering mission-critical solutions for over 70 years. Solutions designed to work in the toughest and most demanding environments, day in, day out.

We're among the top global suppliers in every mission-critical category including TETRA terminals for public safety, commercial and enterprise environments.

A founding member of the TETRA Association, we've supplied over 1 million terminals – nearly twice as many as our nearest competitor!

Indeed, in recent years, our TETRA terminals have been specified for almost every new nationwide public safety communications network in Europe. In the first quarter of 2010, Motorola was selected by the German Federal Ministry of Interior as the supplier of TETRA terminals to all Federal Public Safety users – one of the largest TETRA terminal contracts in the world.





Unrivalled support

Our heritage and expertise enables us to offer an unrivalled range of terminals. All backed up by a unique portfolio of terminal support and repair packages including up to 24 hour in-house repair turnaround, prompt telephone technical hotlines and multi-year coverage. Indeed, we offer a full portfolio of services, from helping with fleet mapping to training, to being part of your disaster recovery plans.

Being one of the world's largest and most innovative supplier means Motorola has the resources to drive and develop the market for TETRA. Amongst our many innovations, we were the first to achieve IP65 ingress protection certification on our ATEX TETRA terminals and launched the world's smallest TETRA digital two-way radio with the light and discreet TCR1000. We were also unique in offering a Windows based TETRA PDA solution to help organisations drive their operational efficiency.

Motorola has the expertise and the commitment to continue to develop new terminals, new software and new services. To continue to earn the trust of our customers.

"MOTOROLA REACTED IN THE SHORTEST POSSIBLE TIME BY MANUFACTURING AND SUPPLYING THE BADLY NEEDED RADIOS, EQUIPMENT AND BASE STATIONS TO ENSURE SMOOTH PUBLIC SAFETY CRITICAL COMMUNICATIONS"

First Research Institute of China Ministry of Public Security following the Sichuan earthquake disaster



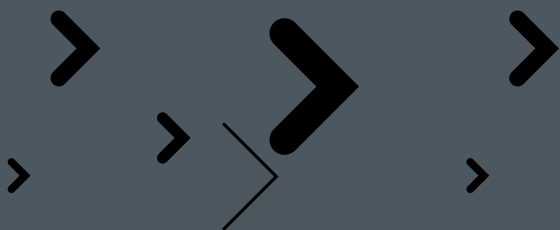
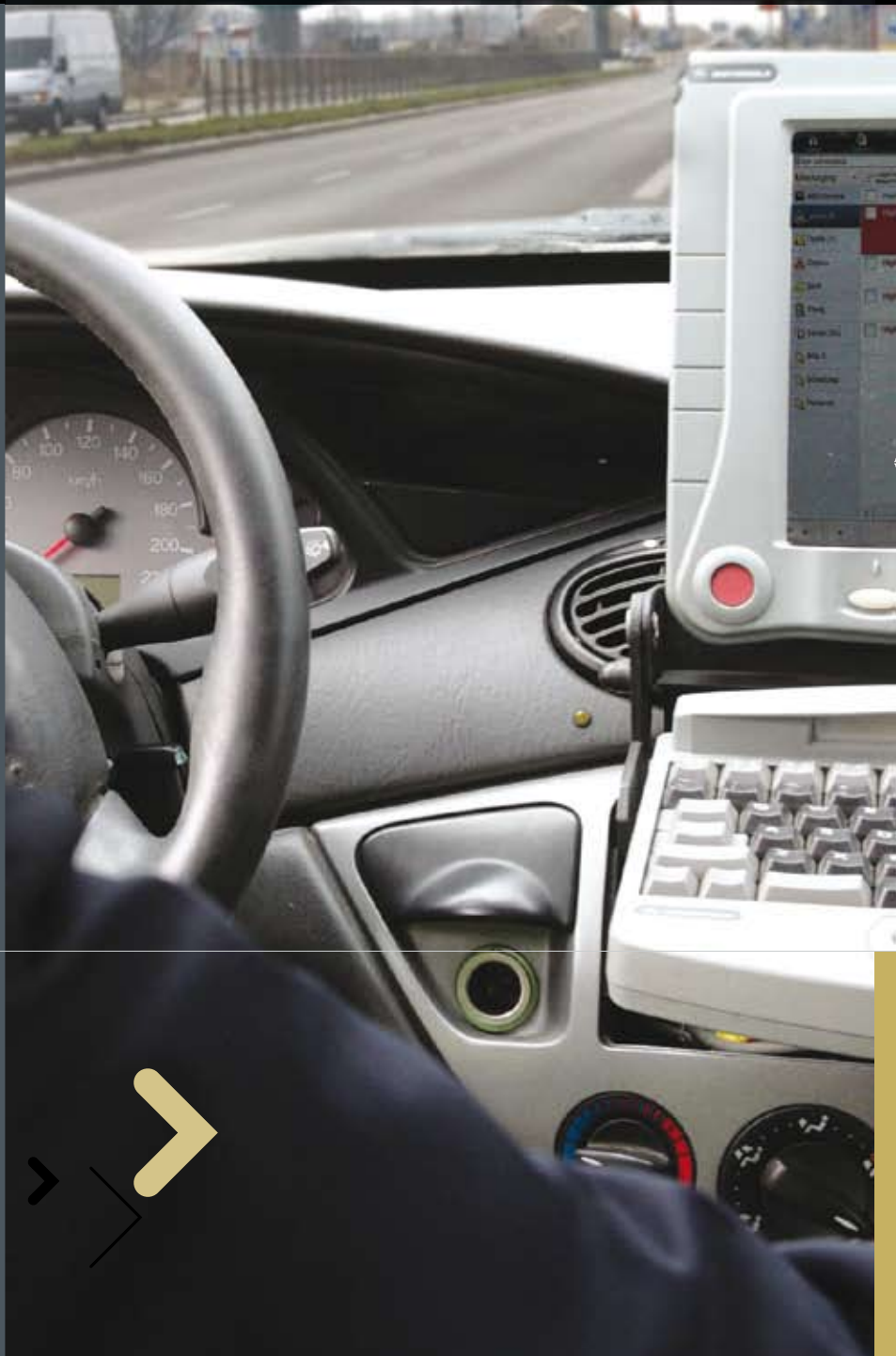
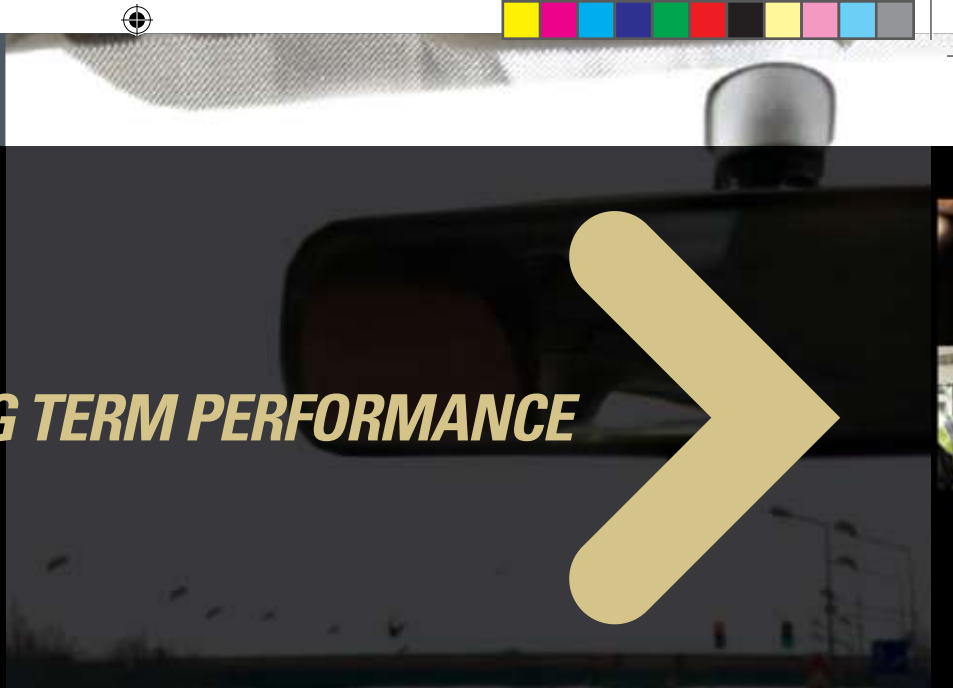
INTEGRATED FOR LONG TERM PERFORMANCE

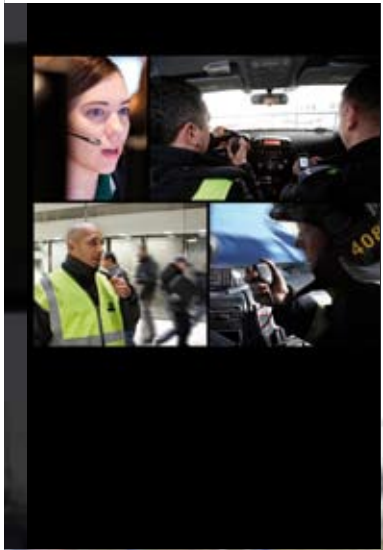
Complete solutions

TETRA users operate under diverse operational conditions and to meet these challenges, we offer a wide range of end to end solutions. These solutions extend beyond the radios and encompass accessories, terminal software and applications.

When it comes to accessories, our approach is to deliver a performance matched solution. Simply put, this means that Motorola accessories and radios are matched together, tested together, certified together and proven together. We do all this to work towards maximum performance for all operational conditions.

Motorola provides a complete range of accessories supporting audio, power and portability requirements. We also supply customised accessories for specialist users in public safety and commercial industries. For example, we have supplied to Fire and Rescue agencies solutions allowing dual control of radio equipment both from vehicle cab and from the pump bay. We have also successfully integrated customised driver console solutions to the rail and bus public transportation sectors.





Aligned to customer operations

With a complementary product portfolio that includes RFID, advanced data capture, mobile computing, SCADA systems, WiFi access points and wireless network extensions, Motorola is uniquely positioned to address diverse enterprise mobility demands. Enabled solutions are truly wide ranging and support requirements such as asset management, alerting and efficient resource mobilisation.

As an example, consider the increasing use of intelligent routing applications by public safety agencies, as they seek to improve their response effectiveness. With the comprehensive set of supported AT commands and the integrated GPS location functionality available on our mobile radios, we have enabled numerous public safety agencies to develop intelligent navigation applications on rugged vehicle-mounted workstations.

We've even put together a solution that integrated TETRA terminals and a mobile computing platform for Hong Kong Police. A novel implementation, the solution has radically transformed the way frontline officers serve the public and fight crime. Furthermore, the system has enhanced communications, established faster data checking with real-time wireless access to databases, ensured immediate message dispatch of incident details and improved documentation with on-scene reporting and wireless transmission.

With a comprehensive set of software and hardware API's, and an application ecosystem comprising more than 75 accredited partners, Motorola is well placed to offer highly tailored terminal solutions to meet the varied needs of our customers. Solutions offered include: command and control applications; video surveillance solutions; number plate recognition systems and location based solutions.

These are just a few examples from the myriad integrated solutions we are delivering to our customers today.

"HONG KONG POLICE ARE PROUD TO BE SETTING AN EXAMPLE FOR THE REST OF ASIA, RAISING THE BAR BY INTRODUCING NEW TECHNOLOGY AND EQUIPMENT TO PROVIDE EFFECTIVE OPERATIONAL SUPPORT TO FRONTLINE OFFICERS."

Peter Yam, Senior Assistant Commissioner of Police on the implementation of a Motorola mobile computing sub-system



DESIGNED FOR THE TASK... ANYTIME, ANYWHERE



Designed for every challenge

Design and usability have long been the guiding principles behind the development of Motorola products. Our TETRA terminals are designed to be intuitive and are the result of end user observation, shared experiences and the use of collaborative, creative processes. It was our focus on usability that led to the industry standardisation of the emergency button's placement at the base of the radio's antenna – so that the emergency button can be easily located in the most extreme conditions.

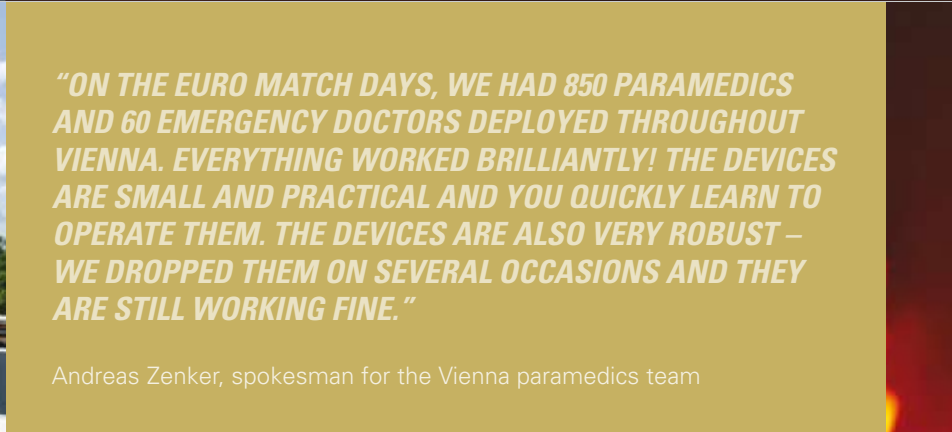
Our understanding of end user behaviour in extreme conditions led to the large tactile keypad design of specialised radios like the ATEX certified MTP850Ex, to make them easy to use with a gloved hand. Designing for extreme conditions means allowing the user to focus on the mission and not the technology.

Understanding user needs is a continuous process. That is why we offer the broadest TETRA portfolio and why we continue to extend our portfolio with specialist radios such as intrinsically safe terminals and radios designed for covert surveillance operations.



"ON THE EURO MATCH DAYS, WE HAD 850 PARAMEDICS AND 60 EMERGENCY DOCTORS DEPLOYED THROUGHOUT VIENNA. EVERYTHING WORKED BRILLIANTLY! THE DEVICES ARE SMALL AND PRACTICAL AND YOU QUICKLY LEARN TO OPERATE THEM. THE DEVICES ARE ALSO VERY ROBUST – WE DROPPED THEM ON SEVERAL OCCASIONS AND THEY ARE STILL WORKING FINE."

Andreas Zenker, spokesman for the Vienna paramedics team





Enhanced safety and efficiency

Our products recognise that the mission is everything and are ergonomically designed from the perspective of the user. That's why we integrated advanced safety features like "Man Down", which activates an emergency alerting procedure based on motion detection and incline angle threshold settings.

With the persistent downward pressure on public budgets, the need for enhanced workforce productivity is critical. Our terminals sport a familiar cellular style user interface so that training costs are kept to an absolute minimum. Furthermore, to eliminate additional training requirements, our portables and mobiles use the same user interface.

We have also introduced unique features such as Call Out that can help you drive efficient resource mobilisation as well as enable immediate incident alerts and management. You'll also find radio and infrastructure solutions to enable efficient use of pooled terminals and access control on a per user basis, WAP Push to deliver the right information to the right person at the right time and our Radio Messaging Solution for improved operational efficiency in the field.

It goes without saying that Motorola products are designed for reliability and support, no matter how critical the mission.

COMMON USER INTERFACE MEANS REDUCED STAFF TRAINING COSTS

IN 2005 TO PROVIDE 1 HOUR OF TRAINING COST THE UK MET POLICE 40,000 MAN HOURS.

DESIGNING OUR TETRA MOBILE TERMINALS USING THE SAME USER INTERFACE AS THE PORTABLES MEANT THE MET POLICE COULD MINIMISE STAFF RE-TRAINING COSTS. A SAVING OF THOUSANDS OF PRODUCTIVITY HOURS!





ENGINEERED FOR LONGEVITY

Built to last


Motorola solutions provide outstanding performance today, tomorrow and well into the future.

Platform longevity

Our TETRA terminals have gained worldwide acclaim for software support. We recognise users needs develop over time – when first adopting TETRA voice may be the first priority, but users can also benefit from features such as GPS location, WAP for data access and Multi Slot Packet Data (MSPD) for increased data capacity. Some customers have chosen to hold onto their radios for more than 5 years and they can still benefit from these and many other advanced features from our latest software releases – making Motorola terminals a safe investment.

Hardware longevity

We're renowned for rugged and versatile product design. Our Accelerated Life Testing (ALT) programme ensures heavy-duty use in mission-critical environments while giving you confidence that your new Motorola solution will meet and exceed all international quality and performance standards.



"THEY HAVE PROVEN ROBUST, RELIABLE AND EFFECTIVE IN ALL SITUATIONS. THE DELIVERY OF THESE SETS TO ALL THE TEAMS SHORTLY WILL SEE HART USING SAFE AND EFFECTIVE COMMUNICATIONS WITH A WORLD CLASS PRODUCT FROM MOTOROLA AND A RELIABLE NETWORK PROVIDED BY AIRWAVE."

James Price, Manager of HART team at West Midlands Ambulance Service on the robustness and reliability of Motorola equipment



Long term performance

Efficient management and use of your TETRA terminals are central to ensuring their long term performance. That is why alongside hardware and software longevity, we offer an integrated Terminal Management (iTM) system and a comprehensive terminal training package.

Our iTM solution is a comprehensive network based terminal management system that simplifies software upgrades, fleetmap changes and feature activations. An ideal tool for maximising productivity, iTM allows you to centralise terminal management and support the mass configuration of up to 50, 000 radios in a single programming session.

To support the diversity of training requirements from our customers, we offer flexible training solutions including computer based elearning, instructor-led end-user training and also a train-the-trainer option. Our training services have been designed to cover all aspects of terminal operation to ensure that users can extract the maximum benefit from their radios, both initially and as new capabilities are added.

Staying with our customers through every phase of their system's lifecycle forms the basis of our support philosophy. With this level of support, your critical communications strategy is protected, enabling you to maximise your return on investment.





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TETRATERMINALS-BRO-UK (04/10)