



**EventTone Wireless**

making wireless easy 855-396-5450

# WHY TWO-WAY RADIOS



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## DIGITAL TWO-WAY RADIOS ARE AN EXCEPTIONAL CHOICE.

**In business, they outsmart smartphones.**

Two-way Radios	Cellular Phones
Helps to ensure privacy via a closed network	Exposes callers via a public network
Offers excellent reception and wide coverage	Prone to dead spots and poor reception
Can be designed to work even in times of emergencies and natural disasters	Subject to outages from call overload, power failures and natural disasters
Is effective in highly noisy environments	Is ineffective in highly noisy environments
Many safety features to protect workers	Limited safety features
Ruggedly built for work environments	Too fragile for work environments
Increases efficiency with prompt one-to-many communication	Decreases productivity by limiting communication to either one-to-one or one-to-two people if no PTT capability
Accelerates resolution time by instantly connecting people	Delays response by taking at approximately 60 seconds to connect
Offers long life cycle support	Offers short life cycle support
Intuitive, one-touch user interface. Easy to use when driving or wearing protective equipment.	Complex user interface. Difficult to use safely in a work environment. Legal restrictions when driving.
Battery life to support intensive use for the length of a full shift	Battery life insufficient for more than occasional use
Saves money; can have no monthly fee for usages	Costs money every month to use
One touch access to frequently used features	Complex user interface

# WHY TWO-WAY RADIOS



## DIGITAL TWO-WAY RADIOS ARE INDISPENSABLE.

**Without them, everyday services and products wouldn't be as readily available.**

- The airlines we fly
- The hotels we stay in
- The goods we buy
- The city services we rely upon
- The cars we drive
- The roads we drive upon
- The food we eat
- The computers we use
- The mobile phones we talk on
- The movies and TV shows we watch
- The hospitals we visit
- The gas that fuels our vehicles

# ARTICULATING THE STORY

I will buy

## Digital Two-way Radios

because they are ...



### EXCEPTIONAL

It has **IMPORTANT ADVANTAGES OVER OTHER DEVICES**

When it comes to work, almost nothing works like a two-way radio. Digital two-way radios can give you instant, rugged, secure and high-performing communication that helps increase productivity, improve resolution time and protect workers.

It's all about:  
**PERFORMANCE**

### INDISPENSABLE

It's **ESSENTIAL TO EVERYDAY LIVING**

From the food we eat to the electricity that cooks it, from the gas we buy to the cars we drive, digital two-way radios facilitate their timely production, delivery and availability. Life without two-way radios is not life as we know it.

It's all about:  
**NECESSITY**

### LIMITLESS

It **EXTENDS COMMUNICATION**

No matter how big, or how small the task, whether you're communicating across the country or just across town, digital two-way radios can close the communication gap.

It's all about:  
**CONNECTION**

# EXPLORING INDUSTRY PAIN POINTS MANUFACTURING

Industry Pressures	Goals	Barriers	Impact		
Escalating production targets	ACHIEVE LEAN MANUFACTURING	<b>Downtime/ Disruptions/ Delays</b> (Equipment failure, damaged assets, maintenance, stalled production)  <u>Sluggish response</u> <ul style="list-style-type: none"> <li>• Delays in communication</li> <li>• Slow access to critical information</li> <li>• Reliance on additional personnel prolonging completion</li> </ul>	<ul style="list-style-type: none"> <li>• Missed deadlines</li> <li>• Dissatisfied customers and lower confidence</li> <li>• Less competitive</li> </ul>		
Tighter schedules, shorten lead times					
Stiffer competition, aggressive global market					
Limited resources including labor 10M skilled manufacturing jobs unfulfilled <sup>1</sup>				Optimize resources	<ul style="list-style-type: none"> <li>• Lost revenues 30 to 40% profits can be lost annually due to unexpected downtime<sup>2</sup></li> </ul>
				Augment safety	<u>Higher risk of accidents</u> There's a greater chance of injury when repairing machines 4.3% of full-time manufacturing workers were injured in 2012 <sup>3</sup>

Sources:

1. "The Future of Manufacturing: Opportunities to Drive Economic Growth", The World Economic Forum, 2012
2. "Maintenance Technology"
3. Bureau of Labor Statistics at [http://www.bls.gov/iag/tgs/iag31-33.htm#fatalities\\_injuries\\_and\\_illnesses](http://www.bls.gov/iag/tgs/iag31-33.htm#fatalities_injuries_and_illnesses)