

# 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><br>(Equipment failure, damaged assets, maintenance, stalled production)<br><br><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<br>10M skilled manufacturing jobs unfulfilled <sup>1</sup> |                            |   | <ul style="list-style-type: none"> <li>• Lost revenues<br/>30 to 40% profits can be lost annually due to unexpected downtime<sup>2</sup></li> </ul>                              |
|  |                            | <u>Higher risk of accidents</u><br>There's a greater chance of injury when repairing machines<br>4.3% of full-time manufacturing workers were injured in 2012 <sup>3</sup>  |  |
|  |                            |   | <ul style="list-style-type: none"> <li>• Injuries</li> <li>• Shortfall of staff</li> <li>• Lost productivity</li> <li>• Higher expenses due to workman's compensation</li> </ul> |

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)