



MOTOTRBO RADIOS. CLEARLY BETTER AUDIO.

# NEXT GENERATION MOTOTRBO™ DELIVERS INDUSTRY-LEADING AUDIO

Your two-way radio is an operations critical business tool and safety net. But in noisy trucks, hotel ballrooms and convention center kitchens, communication is challenging even under the best of circumstances. With road and wind noise, people chattering and dishes clanking, professional radios and accessories need to be loud enough for incoming calls to be heard clearly.

But loud audio in itself is of little benefit if the audio quality is so poor you can't understand the caller or even hear an incoming call at all. How much do failed communications cost your operation – in safety, efficiency and productivity, not to mention worker frustration? What your business needs is reliable, intelligent digital radios and accessories with industry leading audio – and our next generation MOTOTRBO radios deliver that and much more.



“My favorite feature on the new MOTOTRBO radios is Intelligent Audio. Because it automatically adjusts the volume depending on the noise around me, I can focus on the matter at hand and not continually have to reach into my pocket to adjust the volume knob.”

Max Jenue-Gens,  
Security Officer,  
Aqualina Resort and Spa  
on the Beach, Miami

## The Digital Difference

For instant communications, no technology has revolutionized voice communications like the two-way radio. In transportation, energy, public sector, government, retail, hospitality and many other industries, licensed professional two-way radio systems offer instant, private and cost-effective communication in countless environments.

For most of two-way radio history, analog radio has defined the vast majority of deployments. The introduction of digital radio technology, combined with new audio features, is changing that dynamic by bringing improved voice quality, volume and range advantages to an already robust platform.

The advantages of digital radio technology speak for themselves. Greater calling capacity and enhanced voice quality throughout your coverage area make it easier to hear and understand conversations even in some of the most challenging environments such as seaports or large convention halls.

## Intelligent Solutions Make Smarter Investments

The radio solution you invest in today will greatly impact the productivity of your workforce and the overall effectiveness of your operation tomorrow. A missed or unintelligible call, user error or garbled message will cost you time, money and customer business. As a result, it's critical to look at solutions that will enhance your productivity – not detract from it.

Analog radios suffer limitations that affect the range and clarity of voice communications. The further out you get within your coverage area, the more static you hear in

your radio communications. Digital two-way radio systems like ours, by contrast, incorporate built-in error-correction functionality that eliminates static to help ensure voice calls are heard clearly throughout a coverage area (see graphic on page 3).

## new Portable and Mobile Options: the benefits are loud and Clear

MOTOTRBO professional series radios have set the performance standard for business communications. With the introduction of our next generation MOTOTRBO SL7550, XPR™ 7000 and XPR3000 Series portables, and XPR5000 Series mobile radios, we've taken digital audio performance to an entirely new level. How? By giving them – and the accessories that go with them – best-in-class audio capabilities.

Our new MOTOTRBO radios offer a smart new feature in digital mode – Intelligent Audio – that adjusts radio volume to fit an environment's noise level. This means the radio automatically boosts the volume level when the utility repair truck is rumbling down the highway, then automatically reduces the volume when he pulls up to the job site. Pair Intelligent Audio with our IMPRES™ accessories and you get an even clearer audio experience.

When an IMPRES accessory is plugged into a MOTOTRBO radio, the radio and accessory work together to enhance the overall audio experience. With IMPRES, your radio recognizes the accessory and loads an optimized audio profile to provide maximum audio performance.

Our new XPR5000 series mobiles deliver volume levels significantly louder than legacy analog products, allowing a parcel delivery driver to easily hear changes to his delivery route over wind, rain and road noise.

## Intelligent audio IS only the beginning

Loud means nothing without clarity. Some products may tout higher volume levels but then can only achieve them by increasing the voice distortion. Our new MOTOTRBO XPR-5000 series radios deliver higher volume levels without significantly increasing the voice distortion. At the end of the day, we believe your ability to hear a call is most important, which is why our new MOTOTRBO radios have been specifically designed to hear that call in loud environments.

We've also built in innovative signal processing algorithms to help actively manage distortion. This means that the bothersome buzz that comes when a listener increases the mobile radio's audio volume is nearly eliminated, so regardless of how loud your employees need to turn up their radio, they can be sure their transmissions will come through clearly.

And all of this happens with a simple push of the PTT button, before a word is ever spoken. After the signal is processed and the background noise is removed, speech is transmitted more effectively. That's how we achieve clear and intelligible audio. This capability is maintained when the radio is used with an audio accessory, and enhanced even further when combined with our exclusive IMPRES line of accessories.

## enhancing audio Quality and Intelligence with Smart accessories

Wherever your people are or wherever their duties take them, they need clear, continuous communication to be a productive member of the team. When paired with our IMPRES accessories, our next generation MOTOTRBO mobile radios become an even more intelligent, powerful communications tool.

IMPRES is an exclusive smart technology from Motorola that enables the accessories to communicate with the radio to suppress ambient noise, improve voice intelligibility and amplify loudness – even in noisy environments and harsh weather. Automatic Gain Control adds another layer of exceptional audio to IMPRES accessories. It detects changes in voice levels for the individual talking, then increases or decreases microphone gain so the listener hears you clearly regardless of how loudly or quietly you are talking into your radio.

IMPRES accessories enhance communications so a delivery truck driver can easily give updates to her dispatcher despite having to yell into her visor microphone because of road and wind noise. This innovative capability greatly improves worker productivity and also allows for discreet communications in countless environments.

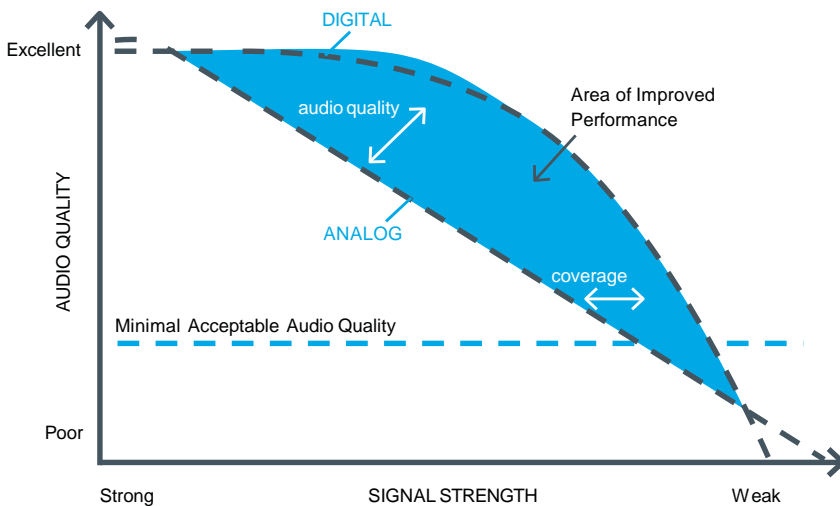
Sharing information easily and seamlessly is absolutely critical to your business. Our next generation MOTOTRBO platform with industry leading audio will help you meet that challenge with exceptional and intelligent audio performance, anywhere and everywhere your operation requires it.

## The future-PROOF STANDARD

MOTOTRBO™ complies with the globally recognized European Telecommunications Standards Institute (ETSI) Digital Mobile Radio (DMR) Tier 2 standard for professional two-way radio users. DMR is widely supported by the leading two-way manufacturers in the industry and is the most widely deployed digital mobile radio technology worldwide. This open standard assures long-term sustainability and creates a community of manufacturers who build interchangeable equipment that can compete on features, benefits and price.

## DRIVING TOWARDS DIGITAL DEADLINE IN THE U.S.

The FCC has mandated that all two-way radio systems must be converted to narrowband by January 1, 2013, when all two-way radios sold in the U.S. must be narrowband capable, operating with a 12.5 kHz channel bandwidth. The standard for decades has been for radios to operate in the 25 kHz channel. Our solutions have been certified to meet this requirement since 1997. The purpose of the narrowband mandate is to facilitate more efficient use of the increasingly crowded VHF and UHF land mobile frequency bands. Existing equipment must have the 25 kHz efficiency mode disabled and radios that only operate at 25 kHz must be replaced.



Digital voice retains better quality than analog as signal strength decreases.

## tranSforMing your oPeration with InduStry leading audio

While today's digital two-way radio solutions have become robust and feature-rich, voice remains their most powerful benefit. They are a tool of many trades and as such must be loud and clear for users in both high and low noise environments— on the road, in the plant and in the field. Yet to be a truly effective communications tool, they should

allow you and your workers to focus on the task at hand by intuitively sensing and adjusting to your environment.

To accomplish both goals, you need a digital solution with intelligent, best-in-class audio that delivers unmatched business benefits. Our next generation MOTOTRBO platform will transform what's possible from two-way radio systems and will help you run a smarter, safer and more profitable business.



### KEEP GUEST INTERACTIONS FIRST CLASS

Event planners are on the go, communicating with kitchen staff and maintenance and frequently addressing customer concerns. Traditional two-way radios require constant volume adjustments by users to hear as they move throughout a convention center. The SL7550 portable radio's Intelligent Audio feature meets these critical communication features, by automatically adjusting radio volumes based on the surrounding work environment.

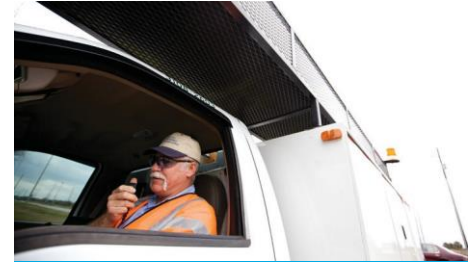
So upon leaving the noisy dishes clanking and fans roaring in the kitchen, the event manager won't disrupt clients in a quiet convention hallway. Intelligent, productive communications with a measurable impact on customer satisfaction, that's Digital Remastered.



### HEAR CLEARLY, IN ANY ENVIRONMENT

Our XPR7000 and XPR3000 Series radios automatically adjust the radio volume to fit the environment's noise level. Your workforce can also enjoy the benefits of Intelligent Audio with select audio accessories.

When a forklift driver needs to hear directions for moving inventory from staging to the loading dock, he needs louder audio to hear over the noise of his engine and the machines on the floor, but lower volume in quieter areas. Intelligent Audio instantly and automatically adjusts the volume level up and down, so he can keep both hands on the wheel and stay focused on the job.



### SMOOTHER UTILITY REPAIR OPERATIONS

The ability of MOTOTRBO to sense the environment and adjust volume levels accordingly— all without a single touch of the controls— is the power of Intelligent Audio. A utility repair truck driving to restore power in a downpour can clearly hear critical updates from his dispatchers and keep his eyes on the road as the XPR5550 mobile radio's volume automatically adjusts up or down to compensate for the road noise. Smart, more efficient communications with measurable impact on everyday operations, that's Digital Remastered.

For more information on how industry leading audio can benefit you, visit [motorolasolutions.com/mototrbo](http://motorolasolutions.com/mototrbo)

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REMASTERED.



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