



RadioTrader

Digital Hand Portable Solution

Mark Channel

Motorola Digital Hand Portables - Back-to-Back Set Up



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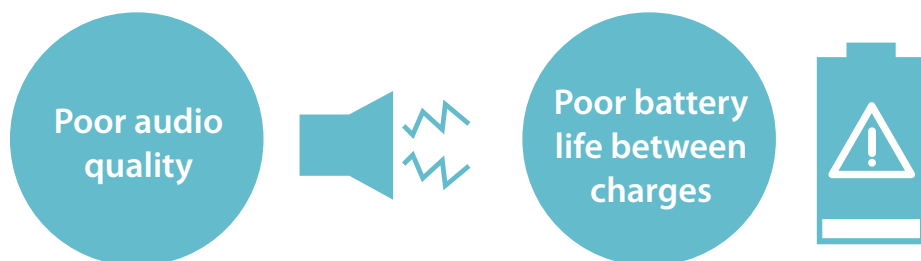


Situation

Mark works in the produce industry, where time is precious. Stock moves so quickly from day-to-day that keeping up with stock levels is a real challenge. In a high pressure environment like this communication is vital, so choosing the correct radio solution is key.

Histon Produce was using low-cost, license-free hand portable radios purchased from a competitor. The range was suitable for the company's site most of the time but they did experience a loss of coverage in certain areas.

Some other issues that made the equipment unsuitable were:



Mark wanted a more reliable radio, with improved build quality and increased range to cover the blackspots on site.

One other issue, which we've heard many times before, was a constant lack of enthusiasm by Mark's radio supplier to resolve problems. They would explain the reasons for the problems he was having, but didn't offer solutions.

This is when customer service becomes paramount, but it's often overlooked when choosing a radio supplier.

Solution

Having looked closely at Histon Produce's requirements we decided that a licensed digital radio system would be the most suitable solution for them. The new radio system has had a really positive impact:

Coverage

Mark now has saturated coverage over the whole site; no more radio black-spots. In fact, coverage is so good he tells us he now has a radio at home, a mile away, which helps to drive even better efficiency as he can keep in contact with his staff.

Mark also owns another building on the industrial estate, run by his wife. This has allowed them to share one license between them and use it as an emergency channel.

Durability

These rugged radios have certainly been thoroughly tested; Mark says they've been dropped, used in the rain and are still working to full specification, unlike the PMR radios he had been using previously.

Mark says he will always choose a licensed radio in future, as he now realises that the little extra investment is money well spent.

Benefits

- Digital technology
- Instant group communication
- Encryption to avoid eavesdropping
- Increased range over analogue
- Improved audio quality over analogue
- Clear voice calls with background noise rejection
- Designed for business use, unlike CBs



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