



RadioTrader

G W Wilson

Motorola Digital Wide Area Solution

Paul Wilson

Digital Equipment Supplied; 15 x Digital Vehicle Units,
1 x Digital Repeater & 1 x Digital Hand Portable



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Situation

GW Wilson generally require two way radio communication to allow groups of staff to stay informed of daily work duties at the farm.

The company was using CB radios and mobile phones, but had major issues with the signal from both solutions. The CB was only effective within line of sight and the mobile phone signal would drop out pretty soon after leaving the yard.

Paul, the owner, also didn't like the fact that CB radios are not private, so people from outside the farm could eavesdrop on messages between his staff.

Solution

Having looked at all the available options, Paul decided that a digital solution would be the most suitable option. Digital radio systems offer additional features such as voice encryption, to avoid eavesdropping, as well as increased range. Once the system was installed, an improvement in communication between all the staff was noticed immediately. This has made the day-to-day job much easier, especially during harvest time.

And range? The digital radio system provides up to 15 miles coverage, which is far superior to Paul's previous equipment.

Paul now uses the radio system to:

Source and fit tractor parts far more quickly after a breakdown to get them back up and running

Be alerted to any company vehicles running low on fuel, so they can be resupplied without delay

Keep up staff moral with better communication during a long work day, especially at harvest time

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
- 2 talk groups via the repeater

