



# MALL OF AMERICA® UPGRADES COMMUNICATIONS FOR A BETTER VISITOR EXPERIENCE



## MOTOTRBO™ DIGITAL RADIO SYSTEM FITS THEIR SIZEABLE REQUIREMENTS

Mall of America (MOA) is one of the most visited tourist destinations in the world. Minutes from Minneapolis and St. Paul, it is the biggest mall in the U.S. with 520 stores, 50-plus restaurants and attractions galore, including the nation's largest indoor theme park.

Over 40 million visitors pass through its doors each year – almost eight times the population of the entire state of Minnesota. At 96 acres, the size of seven Yankee baseball stadiums, and over 12,000 employees, the scale of MOA presents significant communication challenges.

“We operate like a municipality,” explains Chad Martin, Communications Manager for MOA Security. “There are many moving pieces, from security and engineering to housekeeping and groundskeeping, and everything goes through our centralised command center. We all must communicate with each other, and the primary means is our radio system.”

Because the safety of visitors and staff is a top priority, MOA sought to upgrade their communications to strengthen security and streamline operations. After carefully evaluating options, they selected Motorola Solutions MOTOTRBO™ digital two-way radio system as the perfect fit for their diverse departments, many users and super-size footprint.

### CUSTOMER PROFILE

#### Mall of America

- Bloomington, Minnesota
- Largest mall in the U.S with 5.5 million sq. ft. of retail space

#### Motorola Solutions

- MOTOTRBO XPR™ 7550\* Portable Radios
- MOTOTRBO SL 7550\* Portable Radios
- MOTOTRBO XPR 5550\* Mobile Radios
- MOTOTRBO Repeaters
- MOTOTRBO Capacity Plus

#### Features

- Instant, always available communications
- Clear, continuous coverage across a vast footprint
- Greater safety and security for visitors and staff
- Improved efficiency of day-to-day operations
- Seamless scalability as the mall expands

## THE CHALLENGE

### **Eliminate Interference, Static And Dead Zones**

Like many operations with older analogue radio systems, MOA was experiencing persistent coverage and frequency issues. Employees were interrupted by interference and loud static blasts over their analogue radios. This was particularly annoying for team members who wore earpieces. Certain areas of the massive mall were punctuated by signal blackspots, forcing employees to walk to another location to communicate on their radios or use personal mobile phones.

“Logistically our mall presents a number of challenges because it is so big,” says Chad Martin, MOA Communications Manager. “It is four levels, concrete, with many parking ramps and service corridors. Being able to communicate with anyone, wherever they are, is critical to our operations.”

### **Communicate Instantly And Clearly, Anywhere**

“Mall of America had a lot of coverage and intermodulation issues,” says Julian Powers, Communications Consultant at Infinity Wireless Inc., the local Motorola Solutions channel partner. “Not only was there a lack of communication on lower levels and random blasts of noise, but frustration as radio users could hear unrelated people on their channels.”

This was particularly problematic for MOA staff who needed secure, reliable, clear communications at any moment. “If someone else was keyed up, we would have to wait for them to finish before we could transmit. Regardless of whether it was a maintenance team outside or security personnel inside, all our radio users were affected,” adds Chad Martin.

**“Motorola is a very trusted manufacturer and a leader in critical communications. Their products like MOTOTRBO are full featured, competitively priced and the industry standard.”**

**Chad Martin,  
Communications Manager for  
Security, Mall of America**





## THE SOLUTION

### **MOTOTRBO Digital: A Perfect Fit For Diverse Demands**

After investigating and testing a variety of radio systems, MOA worked with Infinity Wireless to upgrade their existing non-Motorola radios to Motorola Solutions MOTOTRBO digital communications. Chad Martin, a 16-year veteran of MOA Security, notes that the mall's size and the number of visitors and events make communications operations-critical. "Motorola is a trusted name in the public safety industry and cutting edge. If we're going to be cutting edge and grow, we need a partner who will grow with us," he says.

MOTOTRBO XPR 7550\* and SL 7550\* digital radios were distributed to employees in a number of departments, from security to attractions, maintenance to housekeeping. "A portion of our security and other personnel prefer the slim, lightweight SL 7550\* portables. They're great for anyone who doesn't want to carry a bigger radio. Many of our other teams use the XPR 7550\*. For their daily physical demands, these rugged radios are ideal," says Martin. "I've seen them dropped and they work just fine. It's important they can take abuse."

### **Key Features And Operations-Critical Capabilities**

In the hustle and bustle of the nation's largest mall, communications must be clear, continuous and always available, both for everyday efficiency and emergency response. As Martin describes, one of the greatest benefits of MOTOTRBO is the added capabilities that weren't possible before.

"The caller ID seems like a small feature, but it really does make a difference," he says. "Previously when our dispatchers communicated with multiple departments with analogue radios, they may not have known who was calling. Because the MOTOTRBO digital system identifies the radio user, it definitely improves our response and efficiency."

MOTOTRBO's transmit interrupt is a critical feature MOA relies on to send out priority transmissions. If someone is talking, they can immediately break into radio traffic and convey information instantly. Group calling is of real benefit for reaching the right personnel at the right moment.

"Our security teams operate on several different channels and there are times where we want to talk to them all at once," says Martin. "We can flip to a channel and broadcast a description or send out important information to a specific group and not do a fleetwide announcement to every radio."



**"It is very important to have reliable, clear and continuous communications that can grow with us, and MOTOTRBO was the right choice."**

**Chad Martin,**  
**Communications Manager for Security, Mall of America**

\* Only available in North America. EMEA equivalents are DP4000e (XPR 7550), SL4000e (SL 7550) and DM4000e (XPR 5550).



## THE BENEFITS

### **Clear, Efficient, Always Available Communications**

From outdoor parking lots to indoor service corridors, MOTOTRBO digital radios are connecting personnel with real-time communications so they can collaborate more safely and efficiently. “We’ve eliminated the random static blasts and radio interference,” says Julian Powers of Infinity Wireless.

Before MOTOTRBO, interference problems made it difficult for MOA’s dispatch to know who was calling or understand the message. “We would hear something over the radio that sounded important, and if we followed up and no one responded, we had no idea who it was,” explains Martin. “Now we can look at the radio ID and know where the call emanated from – such as an exterior maintenance vehicle, security officer or housekeeper. When you are responsible for all these people, knowing who and where they are is absolutely critical.”

From an administrative standpoint, MOTOTRBO has been a major improvement whether MOA is using over-the-air battery fleet management or remotely disabling a lost radio. “I really appreciate the over-the-air programming,” says Martin. “Being able to sit at my desk, log into my computer and make changes to hundreds of radios at once is efficient versus having people bring in individual radios.”

### **Seamless Scalability As The Mall Expands**

With plans underway for a second multi-million dollar expansion of the mall – including a water park, major hotel and office buildings – the flexibility of the MOTOTRBO system is invaluable. Not only can applications be easily added to radios as deployment continues, but capacity can be enlarged to accommodate many more new users.

“Because our staff responsibility grows with the physical expansion of the mall, our radio system has to be expandable,” says Chad Martin. “As new structures and areas open, our radio communications must be seamless, wherever personnel are. It is very important to have a scalable system like MOTOTRBO that can grow with our needs.”

To find the right MOTOTRBO system sized to your operation, visit [www.motorolasolutions.com/MOTOTRBO](http://www.motorolasolutions.com/MOTOTRBO)

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