



REPLACING NEXTEL PUSH-TO-TALK IN YOUR HOTEL: DELIVER A 5-STAR GUEST EXPERIENCE WITH A MOTOROLA MOTOTRBO™ TWO-WAY DIGITAL RADIO SYSTEM

MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM



THE CHALLENGE FINDING THE RIGHT REPLACEMENT OPTION FOR NEXTEL PUSH-TO- TALK SERVICES

In the hospitality industry, earning the loyalty of your guests is dependent upon the quality of the service during their stay. Delivering consistent excellence in service requires excellent teamwork. Until today, you've been relying on Nextel's push-to-talk services to provide the instant communication your workforce needs to deliver truly flawless service, every moment of every day. But Nextel's network is closing down in June 2013 — and no other cellular network can provide an equivalent service. How can you keep your workforce connected and ready to serve your guests?

THE SOLUTION DELIVER PUSH-TO-TALK SERVICES AND MUCH MORE AT A LOWER COST WITH THE MOTOROLA MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM

When you choose a Motorola MOTOTRBO two-way radio system, you get the same high-quality push-to-talk services your workforce enjoyed over the Nextel network, along with the freedom to give each worker the right device for the job, plus additional communication services that enable your workforce to deliver truly differentiating service — all at a lower cost. And you get the flexibility to choose the deployment style that best fits your needs: you can purchase your own system; simply add subscribers to a commercial MOTOTRBO system — or both.

ALL THE COMMUNICATION SERVICES YOU NEED TO DELIVER DEPENDABLE AND CONSISTENT 5-STAR SERVICE

The Sprint Nextel network provided basic PTT services. Your MOTOTRBO system provides so much more:

A new level of flexibility for your push-to-talk services

No matter how many talk groups you need to create, there is a MOTOTRBO radio that will meet your needs — the limitations imposed by the Sprint Nextel network on the number of talk groups and number of users in a talk group are eliminated. With MOTOTRBO, you can create however many talk groups are needed to help ensure your workers can reach whoever they need with the press of a button — numerous individuals, an entire department or a group within a department. And since you're in control, you can even create a temporary talk group to improve collaboration. For example, you can create a talk group that connects users in different departments that are working on a specific event.

A new level of audio quality for your push-to-talk services — hear every word on every call

With TDMA digital technology and our Intelligent Audio feature on the two-way radios in our MOTOTRBO hospitality portfolio, users can count on crystal-clear

audio, without background noise or static. Noise suppression software filters out nearby conversations, vehicle sounds and more. In addition, call volume is automatically adjusted based on background noise, preventing workers from missing a call in noisy areas and calls from disturbing guests in quiet areas.

Text messaging and email

Enable workers to send and receive text messages and emails on MOTOTRBO two-way radios, improving communication flexibility. Text and email communications help improve the guest environment by reducing the number of push-to-talk calls guests hear.

Data applications

With our MOTOTRBO two-way radios, you can use work order ticket management systems to increase worker efficiency and improve task management processes. Whether guests need a leaky faucet repaired, help with luggage or a valet to retrieve a car, workers can respond faster — improving guest satisfaction.

A complete family of accessories

No matter which radios you choose, you get an enterprise-class accessory family that allows you to customize your two-way radio solutions to meet the specific requirements of different types of users.



SNAPSHOT

ACQUALINA® RESORT AND SPA

Acqualina® Resort and Spa, a premier luxury resort on Florida's Riviera coast, uses Motorola's MOTOTRBO two-way radio family every day to maximize staff productivity and deliver Five Diamond service in every inch of the ultra-luxurious four and a half acre property. In addition to push-to-talk, integration with HotSOS enables faster response times to guest requests.

TAILOR YOUR MOTOTRBO SOLUTION TO MEET YOUR SPECIFIC NEEDS

FLEXIBLE DEPLOYMENT OPTIONS

MOTOTRBO allows you to choose the right deployment options for your hotel, based on user needs and your budget. You can purchase a MOTOTRBO system or utilize the same subscriber model on one of our commercially available MOTOTRBO networks. In addition, deployment options can be combined. For example, many hotels will opt to purchase a MOTOTRBO system to support users inside the hotel property, eliminating monthly fees. The small amount of users — manager and shuttle drivers — that travel outside the hotel walls can be served by the local commercial system, avoiding the higher cost of building out a wide area MOTOTRBO network.

THE ADVANTAGES OF OWNERSHIP — COMPLETE CONTROL, NO MORE COVERAGE ISSUES, NO MORE AIRTIME FEES

When you opt to buy a MOTOTRBO system, you own it and you control it. Benefits include:

Coverage issues are eliminated

Unlike the cellular network, you decide where and how to build out the infrastructure, helping to ensure seamless indoor and outdoor coverage wherever you need it — from guest rooms, the pool, the beach and the golf course to conference facilities and other areas in lower level floors that are typically unable to connect to cellular services.

Service level issues are eliminated

Since you own the network, you own all the bandwidth. You never need to worry about service level issues when the network is overloaded with users during peak usage times.

THE RIGHT RADIO FOR EVERY JOB

You have different types of workgroups inside your hotel — you'll need different types of two-way radios to cost-effectively meet their needs. With the MOTOTRBO hospitality portfolio, there is a two-way radio that is perfect for every worker in your hotel.



SL SERIES FRONT OF HOUSE — FRONT DESK, SECURITY AND EVENT STAFF

Staff that spends their days in guest-facing areas need a device that is stylish and discrete. The ultra-thin and ultra-light SL 7550 is right for the job, with a smartphone-slim contemporary design that easily fits in a pocket for the ultimate in discretion, but with all the power of the MOTOTRBO voice and data experience.



XPR 6000/7000 SERIES MAINTENANCE AND ENGINEERING

The XPR 6000 and XPR 7000 series radios provide the key features your maintenance and engineering staff requires: voice, data and rugged design. Since these workers perform maintenance and repairs inside and outside, these radios deliver reliable operation, even if dropped in water or exposed to



extreme cold, snow, rain and more. The XPR 7000 boasts a large 5-line full color display and is ideal for work order applications that help improve productivity in maintenance operations.

XPR 4000/5000 SERIES GUEST TRANSPORT

For guests that utilize your shuttle service to travel from the airport to the hotel, your shuttle bus is the first guest contact. With the



XPR 4000 and XPR 5000, you are always in touch with your drivers, with the flexibility to issue pickup orders by voice, text or a work order application.

XPR 3000 SERIES HOUSEKEEPING

The cost-effective XPR 3000 series is ideal for workgroups that may only need voice, such as housekeeping.

SOLUTION BRIEF

MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM

Large monthly airtime fees are eliminated

With a private two-way radio system you can say goodbye to monthly airtime fees for push-to-talk and text services — forever. Not only are your communication services much more cost effective, but now you also have additional budget available to make improvements that can provide a better guest experience, such as upgrading to digital televisions in guest rooms, upgrading to a faster Wi-Fi network or updating the décor in a restaurant.

Radio solutions designed to grow with you

When you invest in a MOTOTRBO system, you get the peace of mind that the solution you purchase today is designed to meet your needs many years into the future. Expansion capabilities are virtually limitless for this highly scalable solution. Whether you need to add capacity for more users, improve coverage in challenging areas, add coverage in new areas within a property, connect multiple properties or enable communications between two-way radios and other types of mobile devices, your networks can easily grow to meet your changing needs.

THE ADVANTAGES OF OPERATING ON COMMERCIAL MOTOTRBO SYSTEMS

The benefits of opting to continue the same monthly user-fee model you use today on the Nextel network include:

Fast and cost-effective wide area coverage

Creating a MOTOTRBO wide area network can be an expensive and time-consuming project. For the small

number of workers that need coverage beyond your property walls, the monthly user-fee model on a commercial MOTOTRBO system is a very cost-effective way to provide the same anywhere and anytime services as a cellular network, targeted to your specific area.

Continue to utilize your existing operating expense budget for your communications

Operating on our commercial MOTOTRBO systems minimizes any impact on your budget. The same monthly allotment for two-way radio services is simply allocated to MOTOTRBO service. The system can provide the bridge that fits in your budget today, helping to ensure continuity of communications for your workforce, wherever they are — inside or outside the hotel proximity.

Fast deployment

You can add MOTOTRBO subscribers today and be up and running tomorrow — there is no radio network infrastructure to purchase, test or install.

Lower deployment and management costs

With our commercial systems, deployment costs are minimized. The only deployment costs you'll incur are the cost of the two-way radios — a cost you'll incur regardless of which solution you use to replace your Nextel service. In addition, there is no infrastructure to maintain and manage, reducing IT time and cost.

SNAPSHOT



THE PEABODY ORLANDO

The Peabody Orlando is the hotel of choice for meeting planners across the country, with 300,000 feet of meeting space, 1,600+ rooms and 10 dining and entertainment venues covering 52 acres. Patrons expect award-winning service — with the MOTOTRBO SL Series, their 1,700 workers deliver. With instant walkie-talkie style voice communications and support for the hotel's HotSOS applications, this large workforce is ready to respond quickly to virtually any guest request.



MOTOTRBO. THE NEXTEL REPLACEMENT THAT GIVES YOU MORE.

Simply put, when you replace your Nextel services with MOTOTRBO, you get all the same services — and much more:

- **More flexibility and control** — Tailor your communication solution to meet the specific needs of your hotel, your budget — and every one of your users.
- **More push-to-talk functionality** — More talk groups and more users per talk group let you create all the talk groups you need to maximize collaboration.
- **More services** — In addition to voice, our MOTOTRBO family of radios can support data, including text, email and applications such as HotSOS.
- **Superb audio quality** — With TDMA digital technology and our Intelligent Audio feature, your users will hear virtually every word on every call — no matter how much background noise is present.
- **More devices** — The MOTOTRBO portfolio offers a wide range of two-way radios designed to meet the needs of different types of workers in your hotel — from housekeeping and security to the concierge and maintenance.

MOTOTRBO — the communication solution that gives you everything you need to drive the quality of the guest experience, guest satisfaction and guest loyalty to the next level.

REPLACE YOUR NEXTEL PUSH-TO-TALK SERVICES WITH A SOLUTION THAT DELIVERS MORE, COSTS LESS AND DRIVES GUEST SATISFACTION AND LOYALTY TO A NEW HIGH...

MOTOTRBO

To find out how, please visit:

www.motorolasolutions.com/MOTOTRBO

Or locate your nearest Motorola representative at:

www.motorolasolutions.com/contactus



SOLUTION BRIEF
MOTOTRBO DIGITAL TWO-WAY RADIO SYSTEM

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*DIGITAL
REMASTERED.*