



# Air Algérie Soars with MOTOTRBO



## Digital Transformation Drives Modernisation Programme

Algeria's first national airline company, Air Algérie is quick to embrace innovative technologies as part of its ongoing commitment to modernisation. Having implemented a high-tech, IP multimedia network, the company has chosen the MOTOTRBO digital radio platform which will provide integrated voice and data communications.



Carrying approximately three million passengers per year, Air Algérie operates domestic flights to 32 airports as well as international routes to 45 cities in Africa, the Middle East, Europe, Canada and China. Up to 150 flights are scheduled daily during peak periods and it has an owned fleet comprising 15 NG Boeing B737s, three B767s, five Airbus 330 and 12 ATR72s.

Despite market challenges, Air Algérie has seen sustained growth, with its prospects further strengthened by the National Tourist Development Plan to attract 2.5 million tourists to Algeria by 2015.

### Restricted Coverage and Functionality Hinders Efficiency

Following the expansion of its operations, the company's analogue communications system had reached its limits. The need for extended coverage, improved audio quality in high noise areas and more sophisticated call management capabilities motivated their decision to move to a digital platform.

Digital radio's increased capacity, advanced features and superior performance made it the ideal solution for Air Algérie's existing needs and would also provide a future-proof platform to cater for further growth. In addition, MOTOTRBO's dual mode analogue/digital scan offered a gradual and cost-effective migration to the new digital system, allowing them to preserve their existing analogue investment.

Using IP Site Connect, several single-site MOTOTRBO systems can be linked via a standard IP network. This provides uninterrupted voice and data communication without geographical limitations, enabling personnel throughout the organisation to interact and share information. Air Algérie would be able to use IP Site Connect to link communications between its regional and international offices, promoting greater cohesion and improved productivity.

### Customer Profile

**Company**  
Air Algérie

**Distribution Partner**  
American International Radio (AIR) Inc.

**Reseller Partner**  
CODEP

**Industry Name**  
Transportation

**Product Name**

- MOTOTRBO digital radio system
- IP Site Connect

**Solution Features**

- Integrated voice and data
- Built-in GPS
- Superior audio quality
- Enhanced call management

**Benefits Features**

- Operates in analogue and digital mode
- Cost-effective, flexible
- Greater efficiency and safety
- Enterprise-wide coverage

“Air Algérie prides itself on being an innovative, progressive company. We embrace new digital technologies such as MOTOTRBO, which can be integrated into our IP-based network, providing a platform to facilitate our development and support future growth.”

## Mr Abdelwahid Bouabdallah, Managing Director

### Innovative Technology for a Progressive Company

In line with its commitment to modernisation, Air Algérie has undertaken a migration to the MOTOTRBO digital radio system. The decision will enable employees to benefit from improved call management, better audio quality and integrated voice and data services. IP Site Connect is being used to link Air Algérie's operations, with the potential to extend the advantages of digital communication to the entire organisation.

### Increased Capacity and Sophisticated Features Enhance Collaboration

The first order was placed for 150 DP 3601 display portable handsets, 20 DM 3601 mobile radios and five DR 3000 repeaters. These radios have built-in GPS modules, enabling location-based tracking of personnel and vehicles to enhance efficiency. Their integrated voice and data services boost productivity by allowing users to send text messages and access applications such as simple database queries or bar code reading on the move from a single, portable device.

The DR 3000 repeater operates in both analogue and digital mode and supports two simultaneous voice or data paths in Digital TDMA mode. MOTOTRBO's two-slot TDMA technology doubles calling capacity by splitting the 12.5kHz channel into two channels which can be used for simultaneous voice conversations or separate voice and data transmissions. This means that more people can communicate over the existing licensed channels without interference. TDMA technology also lowers communication costs by reducing the amount of equipment required and increasing capacity of the existing licensed channel.

In busy environments such as airports, there is typically a high level of background noise which can impact on audio clarity. With analogue radio, the range and clarity of voice communication can also be affected by RF interference that causes static and shortens the range within which voice quality is acceptable. MOTOTRBO has built-in error correction technology and background noise suppression to provide crystal clear audio throughout most of the coverage area. This prevents miscommunication and missed calls from occurring.

The digital radio system is designed for flexible call management, making it easy for users to communicate with an individual, a sub-group of radios or all radios in the system. They can also control who hears the communication, preventing others from being distracted or overhearing calls

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### IP Site Connect Can Extend Benefits of Digital to Global Operations

Security and efficiency are of foremost importance to Air Algérie. From its technical and operational staff to security and commercial agents, communication and collaboration is key to ensuring passengers reach their destinations safely and on time. Personnel have to be able to adapt to unexpected changes or problems as they arise and react quickly in the event of an emergency. This is where digital radio excels, offering a powerful, flexible and cost-effective platform that can be adjusted to meet current and future needs.

Since moving to MOTOTRBO, Air Algérie has seen a marked improvement in the quality of voice communications and benefited from extended coverage and optimised call management. The system has been integrated into the company intranet, linking its headquarters in the city centre of Algiers to the airport 30 kilometres away via IP Site Connect.

Air Algérie's vision is to interconnect its offices at all 32 national airports and ultimately extend the network to some of the international airports where it operates, subject to licensing regulations.

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