



BRIDGING TO NEW TECHNOLOGY

MOTOROLA TWO-WAY RADIO PRODUCT TRANSITIONS

The world of two-way radio communications is changing. Users demand more from their devices, while legislators try to manage the ever-increasing demands on radio spectrum.

Motorola is responding with a whole new range of digital-capable professional and commercial radio products and services. Customers transitioning from the traditional Motorola analog devices will benefit from better voice quality, longer range, longer battery life, and more efficient spectrum usage.

As demand for the older radios falls, Motorola expects to stop manufacturing these products, although repair and support services will continue. Motorola will work closely with customers to ensure the transition is as smooth as possible.

THE FUTURE OF TWO WAY RADIO

Motorola has been committed to the two-way radio industry since its inception. We have developed hundreds of different models for different users with different needs in different industries. The latest family is MOTOTRBO™: a comprehensive portfolio of digital-capable radios offering everything from voice-only devices to fully-integrated voice and data powerhouses.

Motorola continues to invest in two-way radio products, solutions and services. We have active and engaged representatives on industry bodies such as the DMR Forum, defining and directing a strategy which makes the most of new technology. Most importantly, we continue to innovate: bringing our customers more features and better value in our newer products.

NEW TECHNOLOGY BRINGS NEW BENEFITS

Technology advances at a rapid pace. While Motorola's previous generation of analog radios were sophisticated in their day, today's digital radios offer better, clearer audio, longer battery life, greater efficiency and access to advanced features and functions – and at a comparable price to analog models.

The potential of digital technology for new development is immense. New algorithms, new features, new functionality: all of these can be integrated into a digital device in the future, whereas analog platforms are already operating at their limits.

SUPPLY OF LEGACY MODELS

Motorola's customers have learned to depend on the durability and longevity of our two-way radio products. As a result, some analog radios have been in production for many years. But as time passes, it is becoming more and more expensive for Motorola to source components for these older products. Indeed, some components are no longer available at all, so continued production will require a costly redesign of the radio circuitry.

While Motorola is working hard to minimize the cost impact on customers, it will eventually become essential to cancel the older products and move to the more modern, digital portfolio.

LEGISLATION

As a responsible member of the global standards organizations, Motorola constantly monitors the regulatory situation across the world. As telecoms regulators realize the increased spectral efficiency of digital two-way radio technology, they are introducing laws and regulations to limit the sale of new analog radios. This makes it even less economical for Motorola to continue manufacturing older models.

TRANSITION PROCESS

Motorola will be sending out regular updates on the cancellation and transition of specific models of two-way radios. To register for these updates, or to learn more about the latest digital radio technology, please contact your local Motorola representative.



For more information on the transition from Motorola analog to digital two-way radios, please contact your local Motorola representative.

For more information on MOTOTRBO™, visit motorolasolutions.com/MOTOTRBO
To find your nearest Motorola Channel Partner, go to motorolasolutions.com/contactus

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