“I like the fact that the Motorola GP328 Professional Radio series is designed to endure those bumps and bounces of a unique service industry like ours. As we pride ourselves as a lifestyle destination, with a myriad mix of retail and F&B outlets, for both the old and young – constant innovation and dedication to service are keys to attracting and maintaining visitorship. It is definitely a professional advantage to rely on the best communication solution to get the job done well, and Motorola has come through for us.” – Thiruna. R, Assistant Manager (Operations), Singapore Flyer Pte Ltd.

Officially launched in April 2008, Singapore Flyer is more than Asia’s most iconic tourist attraction; it is an extraordinary work of engineering design and architecture. Arising above Singapore’s skyline at 165 metres with a wheel diameter of 150 metres, Singapore Flyer is the world’s largest Giant Observation Wheel.

Designed by world-renowned architect Dr. Kisho Kurokawa from Japan, the Singapore Flyer stands at the height of a 42-storey building, some 30 metres taller than the famed London Eye. The spectacular monument uses a slim ladder truss rim, rather than the usual triangular rim used by other observation wheels, which is a technological breakthrough of its kind. Taking a flight on this S$240 million dollar wheel is a one-of-a-kind experience. In capsules the size of a single-deck bus that can comfortably accommodate up to 28 persons, visitors get to enjoy 360 degrees of panorama views to as far as 45 kilometres away, looking beyond the skyline of Marina Bay to parts of Malaysia and Indonesia.

The Challenge: Dedication to Service Requires Reliable Communication for Efficient Coordination and Quick Response

Singapore Flyer – Singapore’s iconic tourist attraction stands on 33,700 square metres, an area spanning 172 tennis courts or 1,120 car parking lots and with more than 25 retail outlets and restaurants operating in its Retail Terminal. Each 30-minute flight can hold up to 784 passengers in its 28 capsules and a normal day at this popular tourist attraction would see thousands experiencing its scenic flights.

From the security guards to the maintenance crew, and the ticketing sales personnel to the customer service agents, the Operations team shoulders the heavy responsibility of keeping the Singapore Flyer running with clockwork precision. With public facilities and people traffic spreading over such a wide area, they have the most challenging tasks on hand - to keep in touch to stay connected with their teams.

CUSTOMER NEEDS
Successful management of a tourist attraction entails the efficient coordination of visitor arrivals, patronage of its retail terminal and facilities. The tourist attraction operator must achieve operational goals and satisfy customers’ service expectations.

• Ensure crisp voice quality for clear communication across all areas.
• Deliver efficient, instant and reliable communication to all users.
• Ensure ease of operation, management and maintenance.

CASE STUDY: Motorola GP328 Professional Two-Way Radio
BENEFITS

- Motorola’s special voice processing technology X-PAND™ enables crisper, clearer and stronger audio quality, allowing users to keep communicating, even in noisy environment.
- Forward error correction technology enables radio to receive message, like call alert and send out the PTT-ID even though the voice signal is too weak to be heard.
- Built-in voice-activated feature (VOX) enables users to transmit their message in a hands-free environment, without pressing the push-to-talk button.
- Switchable RF Power Levels which users can switch between high and low power with reference to their specific application to conserve battery life.
- Tri-colour LED Battery Gauge indicates battery status with early warning on low battery strength.
- Tone Tagging allows 8 different ringing tones to be assigned to 8 specific users/talkgroups, making audio caller identification to these groups possible.
- Lightweight Lithium Ion battery option makes the radio one of the lightest in its range.
- Certified by the US Factory Mutual standard and intrinsically safe to operate in hazardous environment.

Motorola Solutions: Deploy GP328 Series to Provide Practical Two-Way Radio Solution to Increase User Productivity and Streamline Radio Use

The Motorola GP328 Professional Radio series is the two-way radio solution for professionals who need to stay in contact but do not require extra features. This practical radio can easily increase productivity by keeping users constantly communicating, yet streamlines their radio use and allowing them to concentrate on the job at hand. Users of the GP328 series find it ideal for:

- Managing a facility or more than one building
- Wide range coverage within the workplace
- Simple-to-operate functionality
- Contacting people who are mobile
- Making several calls to repeat the same message

Partnering closely with Technics Communication & Electronics Pte Ltd who has a solid 26 years track record in deploying Motorola solutions, the Singapore Flyer turned to Motorola Two-Way Radio Solutions, the market leader in two-way radio communications for the professionals.

Motorola (Singapore) Electronics Ltd 12 Ang Mo Kio St 64, Ang Mo Kio Industrial Park 3, Singapore 569088

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