



curve

WI-FI ENHANCED  
BUSINESS RADIO

# RELIABLE BUSINESS RADIO



NOW WITH WI-FI AND  
VOICE ASSISTANCE CAPABILITIES



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# 46%

Nearly half of retail workers use two-way radios as their **primary communication device** while on the job.

— 2021 Motorola Solutions Retail Communications Survey

## EVOLVING BUSINESS ENVIRONMENTS

Your business has always been under pressure: margins, employee turnover, shifting customer preferences and ever-increasing competition. Today's environment adds even more challenges: new shopping behaviors, staff shortages and increased concern for the health and safety of everyone in your store. To succeed, you need to deliver what the competition can't. That means quick order fulfillment, an attractive shopping environment and top-notch customer service — all while keeping your inventory secure and your staff and customers healthy and safe. Making this happen requires your team of employees to act as one, and for that, they need instant communication. A customer request, an inventory check or a health-and-safety concern must be acted on at once. But keeping your team connected isn't easy. Smartphones with complicated apps can be a distraction, and Wi-Fi that works in the office or the breakroom may not work in a large showroom or a crowded shopping mall. The wrong radio can be frustrating, with constant chatter causing listener fatigue and poor connectivity impeding communication right when it's needed. Luckily, you have the right radio: Motorola Solutions Curve.



INTRODUCING



# curve

WI-FI ENHANCED  
BUSINESS RADIO



## ESSENTIAL COMMUNICATIONS DEVICE FOR ESSENTIAL STAFF

Here to help you:



**STAY  
FOCUSED**



**STAY  
CONNECTED**



**STAY  
PRODUCTIVE**

Keep your staff connected and on-task without breaking the bank with a radio that delivers cutting-edge, distraction-eliminating features in a simple, user friendly design. Curve integrates radio-based push-to-talk with Wi-Fi-powered cloud connectivity, giving you the best of both worlds: simple, clear, robust voice communications and advanced features with intuitive operation. When your Wi-Fi is down, your communications don't have to be; radio communications take place over the most reliable network with Curve - Land Mobile Radio.



**MOTOROLA**



# STAY FOCUSED

Keep your focus on your work, rather than your communications device, with Curve: the device that is easy to use and easy to manage. Curve's voice assistance button\*, which is powered by the device's Wi-Fi capabilities, creates easy and efficient access to many of its features. This button allows users to log in and out of the device using the voice assistance button after selecting a radio, reducing both time and effort to access the radio. When using the radio, powerful capabilities like direct person-to-person or group radio calls can be started with a simple voice command, for example: "call Patricia" or "contact Produce Department." Not only does this help you and your staff reach exactly the right person, it also avoids disturbing other staff members with unnecessary radio chatter. For times when live conversation is not needed, the Curve voice assistance button allows you to transmit and receive voicemail messages. Your team can get the message when the time is right, without interrupting an important task or a customer interaction. Curve's voice assistant eliminates the challenge of training your teams on a complicated device, and it increases accessibility to efficient, reliable communication.

## TOP CHALLENGES WITH COMMUNICATION DEVICES IN RETAIL



Coverage



Durability / Reliability



Connectivity Challenges

– 2021 Motorola Solutions Retail Communications Survey

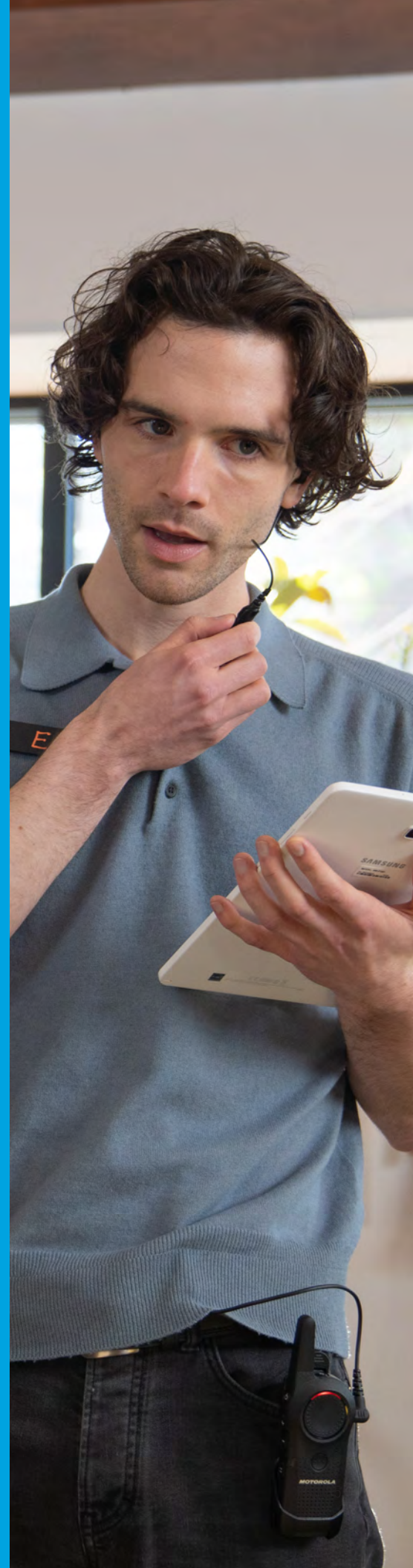
**COLOR LED STATUS INDICATOR**

**PUSH-TO-TALK BUTTON**

**VOICE ASSISTANCE BUTTON**

**MOTOROLA**

\*Service subscription required for Wi-Fi capabilities.





# STAY CONNECTED

Advance your communications and operations connectivity with Curve. As a digital radio device that doesn't require a license to operate, Curve offers intuitive, easy push-to-talk communications without depending on saturated or sparse Wi-Fi networks. This keeps you connected in all situations- when Wi-Fi is down, your communication doesn't have to be. Not only do Curve's features allow you to stay connected to your team, but they also create connectivity with the device itself. With the Curve Portal, users can view and manage devices, employee profiles and permissions, thus increasing clarity on a device operations level. In addition, Curve's Color LED Status Indicator creates increased communication between your team and your radios. This feature provides a clear, simple method of understanding how your Curve is operating, making transparent communication even easier for you and your team.

Curve exists within the Motorola Solutions Retail Ecosystem, which means it is fully interoperable with our DLR radio series, Motorola Solutions callboxes, video security and access control as well as data and analytics. This enables you to make the most of your existing radio fleet while automation through Curve and Indyme allows you to take your fleet to the next level. Curve and Indyme work together to automate operations that are integrated within the Motorola Solutions Retail Ecosystem which is the only unified ecosystem for retail that combines voice, video, data and analytics on one common platform.

## KEY FEATURES



Interoperable with  
Existing Radios



Wi-Fi/LMR  
Capabilities\*



Curve Portal\*



Color LED Status  
Indicator

\*Service subscription required for Wi-Fi capabilities.



# STAY PRODUCTIVE

Curve's ergonomic design, familiar form factor and simple push-to-talk operation make it easy to stay in touch without decreasing productivity. With Curve's extended range of up to 300,000 square feet\*\*, your team can stay connected even in the largest of retail spaces with connectivity extending to the warehouse and the parking lot. Within this range, choose from 10 different channel options to minimize interference and maximize productivity.

Stay productive with business radio legacy features, all accessible through Curve's programmable top button. Direct call, call all available, private reply, scan and mute are some of the valuable features available with this button. Call All Available lets you contact only those team members not already engaged in a radio conversation using any compatible digital radio. Any team members already working on a problem won't be disrupted by your call, helping them stay on task.

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Call All Available lets you contact only those team members not already engaged in a radio conversation.

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\*Service subscription required for Wi-Fi capabilities.

\*\*Coverage depends on terrain and environmental conditions.



#### PROGRAMMABLE BUTTON

- PRIVATE REPLY
- DIRECT CALL
- CALL ALL AVAILABLE
- PAGE ALL
- MUTE
- PRIORITY CONTACT LIST
- SCAN



#### NEW SINGLE-PIN AUDIO PORT



# THE MOTOROLA SOLUTIONS RETAIL ECOSYSTEM: REIMAGINE TEAM COLLABORATION, EFFICIENCY, LOSS PREVENTION AND CUSTOMER EXPERIENCE

For retailers with in-store operations, continual experience innovation is key to attracting new shoppers, staying relevant and retaining customer base as shoppers are constantly looking for more efficient and convenient ways to enjoy retail. That's why Motorola Solutions is proud to offer the only unified ecosystem for retail that combines voice, video, data and analytics on one common platform.



## OWN YOUR EXPERIENCE

Curve's Wi-Fi capabilities allow the Retail Ecosystem to be automated through Indyme. This opens the door for a customizable ecosystem of retail solutions that fit the needs of your unique operations and customer base. Through an automated ecosystem of solutions Curve can receive instant alerts from your video security, data and analytic or access control platforms. It also works with any preexisting radios your team may be utilizing.



## EXCELLENCE ON ALL FRONTS

Curve's function within the Motorola Solutions Retail Ecosystem enables the retail experience to be one where excellence is encountered on all fronts. The integrated system allows employees to quickly answer customer questions, escalate requests to related teams and instantly receive curbside pick-up alerts. Not only does Curve help provide an excellent customer experience, but by easily allowing associates to enhance communication throughout the entire facility, it fosters stronger team comradery and enables excellent service.

Loss prevention efforts are also enhanced when every associate has the ability to receive communication from security personnel, instant alerts from video security and access control platforms, as well as direct alerts to radios when an associate's body-worn camera is initiated. Not only does this aid in loss prevention, but Curve has a key role in providing situational awareness to ensure that customers and staff are safe and comfortable during these incidents before they escalate.



## ENABLE EFFICIENT WORKFLOWS

Customers should never have to associate slow or inconvenient service with the in-person retail experience. Curve enables efficient workflows by providing reliable communication so that even if your internet is down, your communication won't be. Curve's ability to receive instant alerts from other radios, video security or data and analytic platforms ensures that information is instantly streamlined to relevant associates or security personnel. This enables you to say goodbye to bogged down and bottlenecked operations that cause retail customers to stray from the in-person shopping process. With Curve's instrumental role in the Motorola Solutions Retail Ecosystem, customers can reimagine what the in-person retail experience means for them.



# 72%

**The number of retail workers using more than one device on the job.**

— 2021 Motorola Solutions Retail Communications Survey





## THE MOTOROLA SOLUTIONS HOSPITALITY ECOSYSTEM: REIMAGINE TEAM COLLABORATION, EFFICIENCY, SAFETY AND GUEST RELATIONS



### DELIVER QUALITY EXPERIENCES

Curve equips your hotel and restaurant staff with the proper communication tools necessary to enhance the experience of your guests. With the ability to function without connection to a Wi-Fi network, Curve allows your network to be free for the use of your guests onsite without clouding your network bandwidth, or when services are down, your operations will not be jeopardized. Whether your staff is working on room service requests or your restaurant wait staff is ready to have a new party seated – Curve allows for seamless communication through every update meant for your staff to ensure your guests are receiving the ultimate experience.



### SOLUTIONS THAT SERVE YOUR STAFF

The customizable features of Curve allow for a unique setup for all operations for your staff when those needs can vary across teams. With customizable options for communication across teams or individuals, you can ensure your employees are notified of all relevant communications specific to their role and operations. Yet – when your entire restaurant or hotel team needs to be communicated with, the Call All Available option allows your staff to be informed in a manner that doesn't interfere with any ongoing conversations or the guest experience.



## INTERESTED IN LEARNING MORE ABOUT CURVE AND THE RETAIL OR HOSPITALITY ECOSYSTEM?

Initiate your retail or hospitality ecosystem with Curve. Talk to a partner today to find the right solutions for your device and team.

Curve's Voice Assistance feature can be activated with the purchase of subscription-based licenses, structured to include Seat-Based Licensing. With this form of licensing, a limited number of licenses are shared among a larger number of devices over time. When an authorized user wishes to utilize the service, they can access the Curve Portal, which allows connectivity among the subscription, portal and the Curve device. This portal can also provide key performance indicators and metrics highlighting the frequency of voice assistant use, furthering insights into your team's communication.

To learn more and explore how Curve can help your teams stay Focused, Connected and Productive, visit: [www.motorolasolutions.com/curve](http://www.motorolasolutions.com/curve).



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