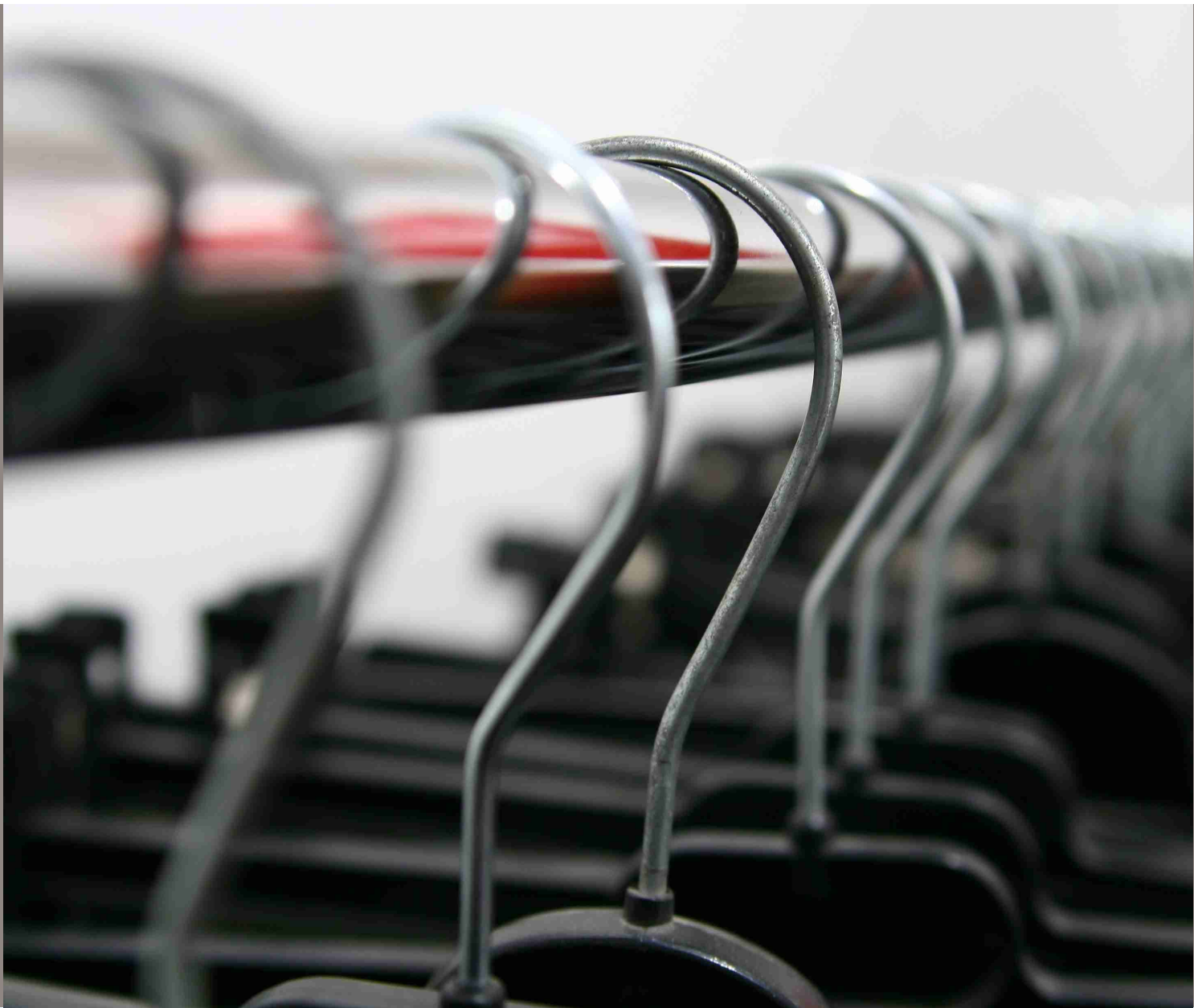


GET IT RIGHT FIRST TIME

A QUICK GUIDE TO MOTOROLA DIGITAL TWO-WAY RADIOS

EXPERIENCE IS EVERYTHING



RECOMMENDED
SOLUTIONS



Cashier



Customer Service



Store Operations



Security

SL Series



XiR P8600 Series



XiR P6600 Series



Bluetooth Earpiece



ENHANCED
SOLUTIONS

IP SITE CONNECT

Use the Internet to extend MOTOTRBO's voice and data capabilities. Link up to 15 sites at geographically dispersed locations, create wide-area coverage or enhance coverage at a single site with physical barriers.

LINKED CAPACITY PLUS

Linked Capacity Plus provides integrated voice and data communication in a single site over a wide area without the use of a separate network controller or by linking adjoining single sites over the IP network.

**WORK ORDER TICKET
MANAGEMENT**

Help expedite resolution of customer issues, enhance the efficiency of personnel responding to issues, and generate reports to create efficient work flows.

**DIGITAL TELEPHONE
INTERCONNECT**

Seamlessly links landline and mobile phones with two-way radios and save costs by leveraging your existing Analog Phone Patch (APP) box equipment.



RETAIL

SMARTER INVENTORY, SMARTER ASSOCIATES

In retail, the shopper's experience is everything. Its how browsing becomes buying, customers become brand advocates and how retailers influence the purchase path. With smarter services and smarter operations, retailers can connect with shoppers and keep them coming back.

CONNECT WITH SHOPPERS

Deliver what shoppers want, before they do. MOTOTRBO™ portfolio of digital portable radios provide clear and reliable communications to create personalised experiences that connect with every individual shopper.



SL SERIES

Leverage the slim design, Intelligent Audio, integrated Bluetooth and covert mode to enhance your level of professionalism and discretion. Enabling you to provide superior customer service and faster response times.



XiR P8600 SERIES

Provide integrated Bluetooth audio and data, GPS, Intelligent Audio and customisable voice announcement feature for unrivalled voice and data communications. Leverage up to 32 channel capacity, emergency button, IP57 specifications for submersibility and FM intrinsically safe option.

XiR P6600 SERIES

Offer best-in-class audio in a scalable solution such as Intelligent Audio and voice announcement features. Take advantage of 16-channel capacity, two programmable buttons and IP55 specifications for water protection.

CHALLENGES

- Rising rental and manpower costs affect bottom-line performance
- Online retailing is enjoying exponential growth and competing with store retailers for consumer's share-of-wallet
- Delivering In-store services that meet new expectations shoppers have for their in-store experience

PROBLEMS

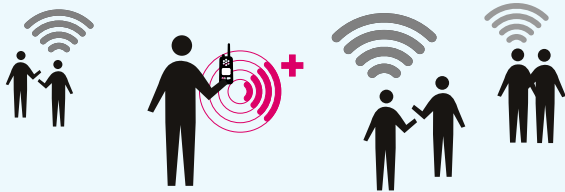
- Difficulty in meeting consumers' "want it here, want it now" mentality
- Difficulty in finding the right balance between online presence and brick-and-mortar store locations
- Anticipating and managing changing shopper mindsets and behaviours

ENABLE ASSOCIATES

With the right tools, retail associates can do more than ever. To engage the connected shoppers, retail associates need to be as informed as they are, and more connected than ever. Give associates anytime connectivity and access to the right information and tasks, so that they can provide the right services right away.

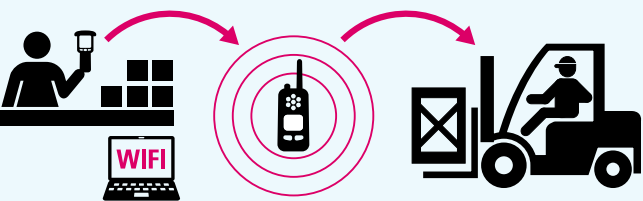
INTELLIGENT AUDIO

Automatically adjust radio volume to compensate for background noise so that radio users can hear clearly above the external clamour.



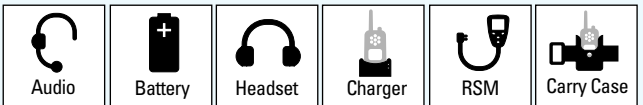
BLUETOOTH VOICE & DATA

With integrated Bluetooth, MOTOTRBO radio uses can pair a Bluetooth headset or accessory without a dongle. The Bluetooth 2.1 Secure Simple Pairing enables automatic pairing of earpieces when users power the radio, giving them the freedom to take radio off the belt or move around within 30 feet.



ACCESSORIES

- Bluetooth® earpieces enable hands-free dialogues instead of push-to-talk communications
- Bluetooth® integration enables sharing of data wirelessly and instantly between radios and devices like price label printers
- Lightweight headsets and discrete earpieces ensure your sales associates get the message, not your shoppers
- Complete suite of nylon carry cases, swivel belt clips and ultra lightweight headsets are comfortable to wear during the longest shifts



[Contact us](#) for more information.

NEEDS

- Equip sales associates with real-time updates from the sales floor to the backroom
- Provide shoppers with the exact information they need, when they need it
- Enable multiple stores to communicate with one another via voice or data at the push of a button for information sharing and collaborative promotions
- Manage and track tasks efficiently

BENEFITS

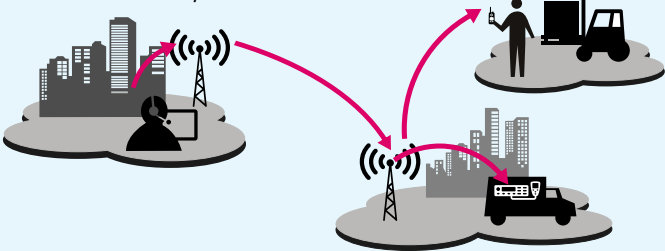
- Reach your sales associates, delivery fleet or warehouse crew anywhere they go with voice and data
- Improve efficiency and productivity on the job
- Keep connected easily and seamlessly
- Improve response time and customer service
- Maximize your system investment and infrastructure
- Enhance value and reduce operating costs

EMPOWER IT

When IT doesn't have to do everything, they can do anything. With a reliable communication infrastructure that is simpler to deploy and manage, IT managers can move beyond troubleshooting and unleash their true capabilities.

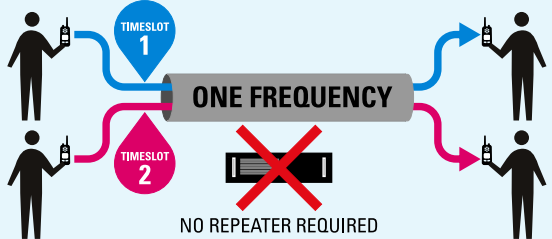
RADIO MANAGEMENT & OVER-THE-AIR PROGRAMMING (OTAP)

Better manage your radio fleet by deploying radio updates without onsite programming and provide critical services like add/remove channels, modify talk groups, and change contact lists anytime over-the-air.



DUAL CAPACITY DIRECT MODE

Provide direct Subscriber-to-Subscriber communication on the MOTOTRBO™ systems for twice the capacity without requiring new infrastructure and using existing 12.5 kHz channel. Supporting two simultaneous transmissions within a 12.5 kHz allocation of spectrum, your digital radio can yield 6.25e (2:1 TDMA) operation for Direct Mode transmissions. Instantly, you can support more radio users talking on the same radio frequency at the same time.



TROPICANA CITY MALL, Malaysia

With their new MOTOTRBO™ radio system, the Tropicana City Mall enabled their work groups to improve response time and increase productivity, while providing the quality of service and enjoyable retail experience for their visitors.

Motorola is a superb partner for radio communications because they have an edge over the rest for communication technology and a proven successful track record. We were satisfied with their analog radio system. If the digital radio technology wasn't coming from Motorola, we wouldn't have confidently pursued it.

- Andrew Ashvin, Senior Manager, Operations of the Tropicana City Mall