

Private Radio & Wireless versus Cellular, Nextel or Public Wireless Networks

Contrary to what you may have heard or been led to believe; good, 'old-fashioned' private two-way radio and wireless systems are alive and doing quite well, thank you!

Privately owned and operated two-way radio systems and wireless networks have **NOT** been replaced by cellular, Nextel, or, quite frankly, anything else. **In fact, private wireless and professional two-way radio is still the primary and preferred communications technology of choice** demanded by astute business owners, manufacturing and industrial facility managers, transportation and logistics dispatchers, school and campus security personnel, and virtually every utility, Public Safety, Public Service, Emergency Management, and Homeland Security agency in the country today.

Why? One reason is that today's professional private two-way radio systems and wireless networks are **time-tested, field-proven, highly effective, flexible, and versatile mobile communications 'tools'** offering numerous operational capabilities that can be easily 'customerized' for almost any type of application or use. Generally speaking, **public networks** like Nextel and cellular are inherently designed on a **'one size fits all'** basis; thus, **they cannot be custom configured for the specific coverage requirements or unique service needs of individual user groups**. That capability is another unmatched benefit only enjoyed by users of private radio and wireless systems.

Private radio/wireless systems are usually not subject to the same types of network accessibility risks, failures, air-time billing or service issues that public (cellular or Nextel) subscriber-based systems are typically known for. **Operational and management control of private radio/wireless systems remain with the equipment owner, system administrator, or service provider**, who tend to be much more responsive and flexible when it comes to resolving any service issues than public carriers are.

Another is 'net cost of ownership and use', which, when all is said and done, is significantly less on a long-term basis than is the **on-going monthly expense** and other 'hidden' charges associated with the use of cellular, Nextel, paging, or other **public** systems. **Do the math — private radio systems and wireless networks continue to be one of the best long-term costs versus benefit values (ROI) available today.**



Two of the most important, useful and valuable benefits of private, professional two-way radios are there:

~ **Unique ‘one-to-many’ group dispatch** (as opposed to cellular’s ‘one-to-one’) **communications capability**, a feature which allows all members of a work group to simultaneously hear and talk among themselves, and, enables managers, supervisors, and dispatchers to prudently monitor and participate in all on-going group activities as needed. Only private two-way radio provides this group communications capability in a truly cost-effective manner—**it’s included at no extra charge**; the cellular/Nextel folks add monthly fees for their service.

~ **Direct, unit-to-unit communications capability** (or, as referred to in the industry), **without** the need for any other supporting infrastructure (i.e. tower, dedicated Telco circuits, links, etc) to relay or complete the transmission path between each radio.

In other words, unless a cellular/Nextel device is within the coverage range of a cellular tower, it won’t work. Period.

Don’t bother to look—you won’t find this unique simplex feature on your typical cell phone or even on most Nextel phones. It’s **another no-cost, built-in operational advantage** of using a private two-way radio system or wireless network.

In a time when wireless communication devices and choices are as abundant and diverse as the applications and customer bases they serve, one simple fact still holds true: **private** radio systems and wireless networks can provide **instant, reliable, and cost-effective communication in virtually any environment, anywhere, anytime**—a claim that public wireless systems can’t make—**particularly in local or regional emergencies which tend to overload and render most public wireless networks virtually useless - just when they are most needed.**

Whether your needs range from simple job-site business communications to integrating a complex mission-critical voice & data communication network, private two-way radio and wireless systems continue to meet—and often exceed—the expectations and challenges placed upon them.

For more information about our private two-way radio and wireless data products, systems, and services, why not contact us today at the number listed above?

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