

# PRODUCT BRIEFING – Advantages of Digital Radios

The information in this brief is designed to help you determine what added benefits users may gain from switching two-way radio communications from analog to digital technologies.



## Five Reasons to Go Digital

- **Improved Audio Quality**
- **Enhanced Clarity throughout the Coverage Range**
- **Greater Efficiency**
- **Extended Battery Life**
- **Applications that Add Functionality**

**1. Improved Audio Quality:** Digital technology reduces external background noises during transmission, thereby making the digital technology platform ideal for situations such as noisy manufacturing and processing plants, or outside in windy conditions.

**2. Enhanced Clarity throughout the Coverage Range:** While an analog radio is capable of producing a clear signal within its peak performance range, once the signal moves too far from the transmit point, the analog audio will slowly fade out until it is unrecognizable. By contrast, a digital signal stays much stronger and clearer to the limits of the coverage range.

**3. Greater Efficiency:** Digital radios operate in Dual-Capacity Direct Mode (DCDM), which means that radios can share the same channel by alternating time slots. These time slots move incredibly fast, and since they alternate, more simultaneous talking paths are possible on each channel with no degradation. Plus, key information such as unit ID, status buttons, and enhanced text messages can be embedded into a single digital radio channel. In many cases, migrating from analog to digital allows users to increase talk paths without a repeater.

**4. Extended Battery Life:** Since digital radio transmitters are not constantly “on,” digital radios generally have a significantly longer battery life than analog models. For longer work shifts, or when events run all day, that can mean the difference between efficient communications for the full cycle or a number of dead batteries that need swapping out and recharging.

**5. Applications that Add Functionality:** Software applications are available to optimize digital platforms using integrated Internet Protocol (IP) networks.

**Motorola offers the WAVE Work Group Communications solution that helps mobile and office based teams communicate with each other.** WAVE delivers interoperability between smartphones, laptops, landlines, tablets, handholds and two-way radios.

**In addition, other third-party software applications optimize MOTOTRBO digital two-way radio performance by adding functionality for dispatch, work order management, location tracking, worker safety, and more.**



## The Tale of the TRBO

MOTOTRBO is Motorola’s next-generation system of digital portable and mobile radios, repeaters, and accessories. Thanks to the advantages of digital technology, this professional line delivers advanced performance to increase capacity and productivity while integrating voice and data communications.

**Increase your mobile work team’s connectivity and efficiency with Motorola MOTOTRBO technology.**

For assistance with your digital migration strategy, including product selection, contact your local BearCom representative or contact our corporate office at: 1.800.527.1670.



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