



*The X PRIZE Foundation is a 501(c)(3) non-profit educational organization founded to spark the public's interest and expectations of space flight. The popularity of this foundation grows every year, and it is known today for creating an environment of innovation by using competition.*

SUCCESS STORY:

# X PRIZE Cup

## Ensuring Safety and Effective Crowd Management with Two-Way Radios

### The Customer

The X PRIZE Foundation hosts the Wirefly X PRIZE Cup—an annual competition like no other that utilizes a contest for some of the most competitive teams involved in aeronautics. For two days in the desert each year, thousands of spectators gather to watch a number of teams fly their rockets into the sky—rockets that could one day be flying them into outer space. The X PRIZE Cup is a celebration of forward-looking technology, space exploration, and education.

### The Challenge

With more than 75,000 spectators and only 250 employees, crowd management and safety are very important issues at the event site. The X PRIZE Foundation wanted not only a high-tech communications solution for its high-tech event, but an effective and efficient system for the event engineers and other employees as well. The organizers were also acutely aware that they would need to utilize a “force multiplier” to keep everything on time and on target during the event. So the X PRIZE Foundation reached out to BearCom for guidance and assistance.





### The Solution

Although two communications companies were hired for the X PRIZE Cup, BearCom was the only organization that provided on-site technicians for the Motorola two-way radios that were rented for the event. This ensured that should any of the equipment be lost or stolen, or if any other issues arose during the event, immediate attention could be given to resolve the situation quickly. And when the other communications company's radios failed, BearCom was there to repair them and keep the communications system intact.

### The Results

The X PRIZE Cup was a huge success. The crowd never knew that one flight was almost cancelled, as thanks to the advances in radio technology, BearCom's technicians were able to fix the problems before the countdown ran out. Rick Winquest, Communications Manager for the X PRIZE Foundation, said, "If it had not been for BearCom, this event would have been quite impossible to pull off." Dan Stroud, known nationally for his connection to the Master Blaster series on the SciFi Channel, attended the event and was amazed at the difference BearCom's presence made. Stroud said, "Progressive companies like Motorola and BearCom are helping to pave the way for the next era of space flight by enabling private enterprise."

*"If it had not been for BearCom, this event would have been quite impossible to pull off."*

### Rick Winquest

Communications Manager  
X PRIZE Foundation

**Learn more about how BearCom's state-of-the-art wireless products and solutions can help increase productivity and deliver true mobility to your workforce. Call 800.527.1670 or contact one of our 26 branches across the U.S.:**

#### ATLANTA, GA

800.417.6272

#### AUSTIN, TX

800.541.9333

#### BOSTON, MA

877.301.2327

#### CHANTILLY, VA

800.955.0003

#### CHICAGO, IL

800.900.2327

#### COLUMBUS, OH

800.782.5458

#### COSTA MESA, CA

800.513.2660

#### DALLAS, TX

800.449.6171

#### DENVER, CO

877.312.2327

#### DETROIT, MI

877.475.2327

#### FT. LAUDERDALE, FL

800.731.2327

#### HOUSTON, TX

800.856.2022

#### LAS VEGAS, NV

800.535.2489

#### LOS ANGELES, CA

800.546.2327

#### NASHVILLE, TN

877.454.2327

#### NEW YORK, NY & NJ

888.841.3600

#### ORLANDO, FL

877.640.2327

#### PHILADELPHIA, PA

877.319.2327

#### PORTLAND, OR

888.371.2327

#### RIVERSIDE, CA

800.314.2327

#### SACRAMENTO, CA

866.612.2330

#### SAN DIEGO, CA

877.706.2327

#### SAN FRANCISCO, CA

800.953.2327

#### SEATTLE, WA

800.313.2327

#### ST. PAUL, MN

877.650.2327

#### WASHINGTON, DC

877.895.2327

### SUCCESS STORY:

## X PRIZE Cup

**Ensuring Safety and Effective Crowd Management with Two-Way Radios**

*BearCom provides a broad line of high-performance wireless communications products, services, and complete mobility solutions. Founded in 1981, BearCom is America's only nationwide dealer and integrator of wireless equipment, serves customers from 26 branch offices located throughout the U.S., has several affiliated offices around the world, and employs approximately 400 people. BearCom is headquartered in the Dallas, Texas area. For more information, visit [www.BearCom.com](http://www.BearCom.com).*

BearCom Headquarters  
P.O. Box 559001  
Dallas, TX 75355

# 800.527.1670

© 2010 BearCom. All rights reserved. The BearCom name and logo are registered trademarks of BearCom. The names and logos of any other companies or products mentioned herein may be the trademarks of their respective owners in the United States, Canada, and/or other countries.

SSXPC0110-0K