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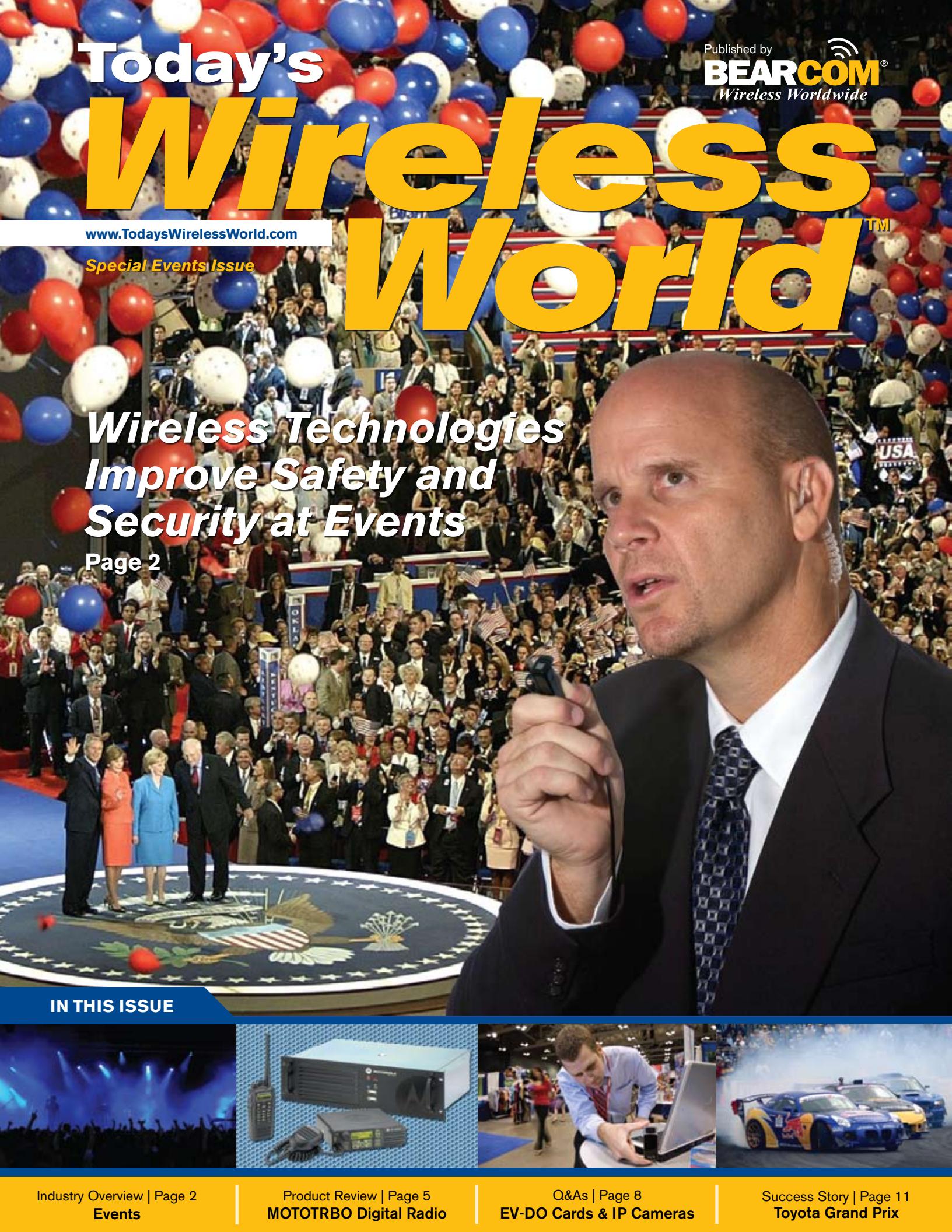
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Special Events Issue

Published by
BEARCOM®
Wireless Worldwide

*Wireless Technologies
Improve Safety and
Security at Events*

Page 2

The background of the cover features a large, diverse crowd of people at what appears to be a political convention or rally. The scene is filled with red, white, and blue balloons, and many people are holding up small American flags. In the foreground on the right side, a man in a dark suit and patterned tie is shown from the chest up, speaking into a black microphone. He has short brown hair and is looking slightly upwards and to his left.

IN THIS ISSUE



Contents

| | |
|------------------------|----|
| Industry Overview..... | 2 |
| Product Review | 5 |
| Q&As | 8 |
| Success Story | 11 |

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INDUSTRY OVERVIEW: Wireless Technologies Improve Safety and Security at Events

By Holt Hackney

The community center in Hanging Rock, Ohio, was all but empty. In a few days, however, when presidential candidate Hillary Clinton was due to step onto the stage, the scene would be chaotic. Her advance security team seemed to know that, moving about the facility and town on this day with a sense of purpose as they mapped out the details of Senator Clinton's visit.

Close at hand were their Nextel push-to-talk phones, indispensable tools that allowed the team to efficiently provide status reports to each other on the various projects in a timely fashion before moving on to the next town and beginning the process all over again.

"This is a classic situation where renting the communications equipment makes more sense than buying it," said Eric Stephens, Director of Rental Sales for BearCom. "Campaign organizations can save a lot of money by renting radios and other wireless devices, since they only need the equipment for a short period."

Given the company's deep experience in this area, it is not surprising that BearCom was the contracted provider of communications equipment to Senator Clinton's campaign. Nor is it surprising that BearCom was selected by Motorola to handle programming, training, asset management, and event staffing for the 2008 Democratic National Convention, which promises to be a noteworthy event in U.S. history.

If political campaigns have a sporadic, yet powerful need when it comes to renting telecommunications equipment, trade shows have an insatiable appetite year in and year out. That's because organizers of such events must navigate a myriad of details in making their shows successful. For most trade shows, the portable two-way radios of choice are the Motorola CP200 and PR400.

The CP200 offers the increased communication flexibility with features such as push-to-talk ID and selective call. What's more, its powerful audio output penetrates noisy environments, providing clear, crisp audio at any volume, a critical feature in a trade show environment. In addition, its lightweight, ergonomic design makes it comfortable to carry.

The PR400, meanwhile, is ideal for new two-way radio users, small organizations, and entities that want an affordable solution with maximum features. It gives a wide choice of channels, is LTR-capable, and is available in three models, each with an LED screen.

Combine the offering of a state-of-the-art device with BearCom's commitment to using Lithium Ion batteries in all the devices they rent (such batteries extend the talk time of trade show organizers and their staffs), and you have a vital piece of equipment.

The trade show industry also has been experimenting with other wireless technologies. Two of the most powerful are mobile broadband cards and wireless video surveillance systems. When event managers, for example, have to purchase a service or technology from a hotel or convention center, they know that the cost for Internet connectivity can be prohibitive. T-1 lines can cost hundreds, if not thousands, of dollars. Enter Sprint and its mobile broadband cards with EV-DO Revision A technology. Shortly after the launch announcement for Rev A, Sprint communicated the availability of its first mobile broadband USB modem: the Novatel U727. This device plugs into the USB port of any compatible notebook computer and will allow customers to connect to the Sprint Power Vision Network and wirelessly access audio, video, and data applications.

Continues on page 3...

"Campaign organizations can save a lot of money by renting radios and other wireless devices, since they only need the equipment for a short period."

Eric Stephens, Director of Rental Sales

BearCom

...Continued from page 2

This and several other Sprint mobile broadband cards, which can cost as little as \$120 per week to rent through BearCom, enable event organizers to experience true mobility, rather than being tethered to a wired connection. This technology is being embraced by outdoor festivals as well, enabling events like Mayfest in Fort Worth, Texas, to bypass expensive wired connections when processing tickets at the gate.

Similarly, wireless video surveillance systems are attracting a following across a spectrum of industries. BearCom saw this demand several years ago at a sporting goods conference when organizers became alarmed after merchandise began disappearing from the booths after show hours. Several manufacturers who were exhibiting at the show informed the event organizer that they may not be able to exhibit in future years because of theft. So the organizer rented a wireless video surveillance system from BearCom to deter criminal activity. The actions taken by the show organizer undoubtedly contributed to the manufacturers' decision to exhibit again in subsequent years.

Reducing theft is just one benefit of wireless video surveillance. Event organizers also see an upside with such systems because of their ability to become a workforce multiplier. For instance, when the event organizers for the Laughlin River Run in Nevada used BearCom for setup and management of this large event, BearCom implemented a wireless video surveillance system as a way to reduce labor costs and increase spectator security. A number of Sony cameras were positioned on the event site along with four Firetide wireless

mesh routers. The video was relayed to security managers and stored on a hard drive. This allowed the Laughlin River Run management team to view hotspots of activity and quickly deploy security personnel to diffuse issues before they got out of hand.

BearCom's implementation of various wireless technology solutions, such as video surveillance, has been embraced across a number of industries that rent push-to-talk phones and two-way radios, primarily for events. "Our customers tell us that one of the most important services we offer is technical expertise—the ability to tie all of our customer's communications together and link them back to the central command post," said Brent Bisnar, Executive Vice President at BearCom.

Continues on page 4...



Two-way radios and push-to-talk phones are ideal devices for events where security personnel need to act quickly and effectively to address a situation before it becomes a problem. Similarly, the petrochemical industry leans heavily on wireless technology during events, such as massive refinery turnarounds. In both cases, instant communication is critical for keeping everyone safe.



When the Success of Your Event is at Stake, Where Can You Turn for Help?



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That capability can extend far beyond a single industry. Take the work that BearCom does in the petrochemical industry, for example. For decades, the world was flush with cheap oil, and refineries were required to shut down part of their plants for a year for maintenance purposes, per Environmental Protection Agency regulations. Those laws were modified in recent years as Americans began grappling with exorbitant gas prices. Refinery workers now must execute maintenance on the plant in a matter of months, rather than a year. To do this, they have had to become much more efficient, relying heavily on the rental of wireless communications devices.

The ultimate benefit of renting wireless equipment extends beyond making business more efficient or saving a few dollars for the consumers—it is saving lives. Stephens noted that BearCom currently is providing radio equipment



When a disaster strikes, wireless technology can lend a hand by providing immediate communications among rescue workers. BearCom has frequently been at the forefront when it comes to introducing wireless solutions for disaster recovery, such as these portable, backpack-encased two-way radio systems designed for a large retailer.

to Primal Quest. "This is an adventure race where 22 teams of four people each compete against each other," said Stephens. "They spend three weeks in the mountains in Montana on a previously determined course. Due to the remote location, the only way to communicate with the emergency services team—which is critical for such a rigorous event—is with two-way radio equipment." BearCom developed a clever plan to provide handhelds, mobile units, and strategically placed repeaters on mountaintops to cover the four-county area in Montana. "Safety is paramount," added Stephens. "And when implemented correctly, today's wireless technology can literally be a lifesaver." ●

Holt Hackney is Managing Editor for Today's Wireless World magazine.

For more information about the wireless products and solutions discussed in this article, please contact BearCom at TodaysWirelessWorld@BearCom.com.

When Motorola first introduced MOTOTRBO, the company made it possible for event managers and other professionals who rent communications equipment to upgrade to a digital platform that combines the best of two-way radio with digital technology, thereby delivering increased capacity and spectral efficiency, integrated data applications, and greatly enhanced voice communications.



PRODUCT REVIEW: MOTOTRBO Digital Radios Become Popular Rental Option for Events

By Hugh Johnston

From music concerts to sporting events, there are times when using a mobile device to hold a conversation over crowd noise in a stadium or arena is all but impossible for the event manager. That is, unless you have rented the XPR6500, a digital portable two-way radio created by Motorola to operate on its industry-leading MOTOTRBO digital two-way radio platform.

In addition to traditional two-way radio capabilities, these devices offer a host of expanded features, such as text messaging, which allows for communication between radios and dispatch systems, between radios and e-mail-addressable devices, and to remote PC clients attached to radios. It's little wonder, noted Eric Stephens, Director of Rental Sales at BearCom, that such event managers are embracing the ease and efficiency with which they, along with their staffs, can now communicate among themselves using this new technology.

When Motorola first introduced MOTOTRBO in 2007, it gave the

market a powerful and compelling improvement on the industry's existing platforms. In addition, Motorola made it possible for event managers and other professionals who rent communications equipment to upgrade to a digital platform that combines the best of two-way radio with digital technology, thereby delivering increased capacity and spectral efficiency, integrated data applications, and greatly enhanced voice communications.

Some of the advantages of digital technology include more simultaneous talking paths and much more readily accessible information, such as unit ID, status buttons, or text messages that can be embedded into a single digital radio channel. Also, bandwidth consumption is reduced. In addition, digital signals can be handled by simple standardized receivers and transmitters, and the signals can be then dealt with in the software. Lastly, in high-quality equipment, such as that manufactured by Motorola, there is an enhanced ability to communicate in cases where a received signal is weak or noisy.

Radios that leverage digital technology typically contain the same features as those relying on analog technology, as well as their own enhanced feature set, such as text messaging, GPS locators, IP connectivity, and rugged design. The IP functionality is especially attractive to some, notes Mike Butler, a project manager at BearCom. "This is a major leap in two-way communications, the likes of which typically comes around only every couple of decades," said Butler. "What is impressive to me is the IP connectivity. You expect the enhanced voice quality with these digital radios, but what is stunning about them is that they move data just as well. We see a different kind of reaction when we call on customers and prospects and demonstrate all of MOTOTRBO's capabilities."

MOTOTRBO utilizes digital technology to improve basic functionality and system performance, including increased system capacity, improved audio quality, longer battery life, built-

Continues on page 6...



...Continued from page 5

In the hyper-competitive event hosting industry, the Puerto Rico Convention Center is a premier facility, given its status as the largest such venue in the Caribbean and the most technologically advanced throughout both the Caribbean and Latin America. Nevertheless, the



Center recognizes the need to continually tailor solutions around its customers' needs. One of its customers recently sought enhanced security for its wireless devices. The Center approached SmartSource, the largest computer and audio-visual rental company in the country, to find a solution. SmartSource turned to partner BearCom, which in turn reached out to Motorola and its MOTOTRBO two-way radio solution. The new digital radio system provides a level of encryption that cannot typically be found in other platforms, ultimately satisfying the needs of the Center.

in privacy, and enhanced call signaling and control capabilities for future enhancements, such as emergency pre-emption. Extended battery life, in particular, is a favorite among event managers across the nation.

"The last thing you want is to have the battery in an event staffer's radio die toward the end of the day," said Suzie Mortazavi, who manages BearCom's rental business for golf tournaments. "In several years of working with tournament promoters, battery life has always been identified as a top priority, and rightly so."

Additionally, managers have access to integrated data applications, such as global positioning system (GPS) location tracking, text messaging, and other IP data applications. And it doesn't end there. Motorola's Application Programming Interface (API) enables the development of customized applications by third-party developers, creating additional versatility for customers. "That's another thing that is very exciting about MOTOTRBO," said Stephens. "Yes, you have the GPS application, text messaging, and an e-mail interface. But there is reason for optimism that developers will introduce new digital applications that will, in time, become very important tools for event managers."

Entities that have a short-term need are increasingly faced with the need for improved workforce productivity, operational efficiency, and increased mobility, while maintaining constant connectivity. MOTOTRBO was designed to meet the expanding needs of



Hugh Johnston is Purchasing Manager for BearCom.

For more information about the wireless products discussed in this article, please contact BearCom at TodaysWirelessWorld@BearCom.com.

these customers, especially those requiring reliable, business-critical communications combined with the higher performance capabilities that digital technology can provide. Many of these entities also can benefit from the increased capacity and significant cost-efficiencies that are inherent to the MOTOTRBO platform.

By leveraging digital technology, MOTOTRBO doubles the effective capacity of a customer's repeater channels within the 12.5 kHz channel structure already utilized throughout the world. This straightforward reuse of spectrum allows more users on the system, increases the customer's capacity for wireless voice and data communications, and requires no changes to licensing requirements.

In addition, the MOTOTRBO platform enables a single repeater to deliver the benefits of two analog repeaters, allowing many businesses to realize up to a 50 percent reduction in repeater costs compared with equivalent analog radio systems.

"We offer the largest rental fleet of Motorola MOTOTRBO XPR6500 digital two-way radios in the country, and we couldn't be prouder of that fact," said Stephens. "The customers who have rented these devices will attest that it was money well spent." ●

Motorola Two-Way Radio Batteries

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To learn more about how Motorola batteries can help make your event staff more productive, call BearCom at 800.527.1670 or visit www.BearCom.com/products.

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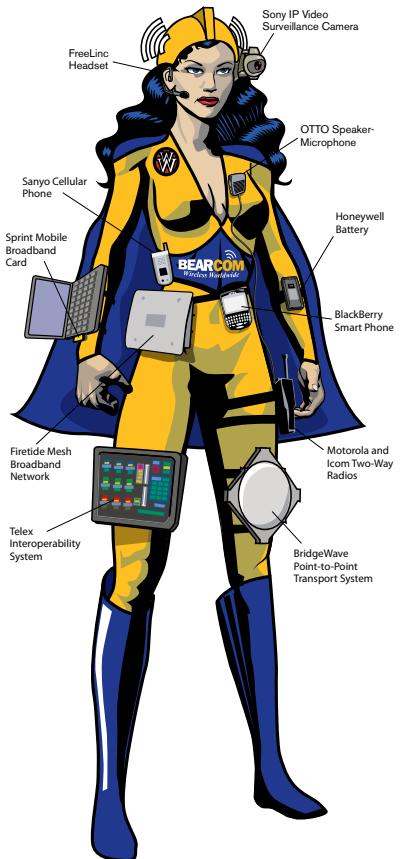




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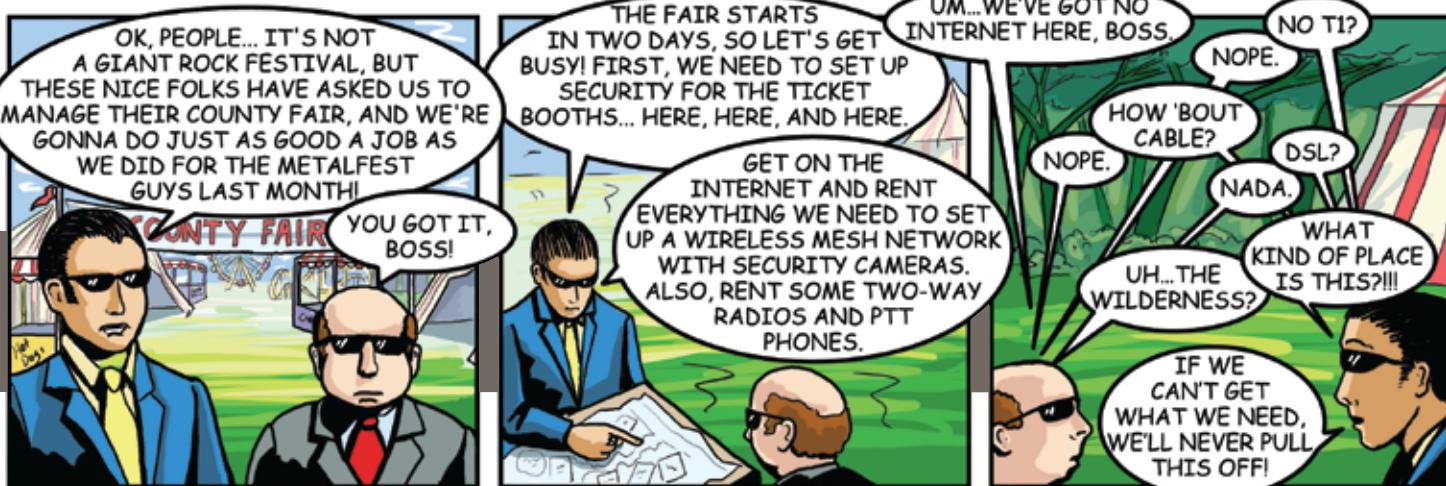
EV-DO Mobile Broadband Cards and Video Surveillance Systems for Events

By Wireless Woman



Meg A. Hertz, the Chief Technology Officer for BearCom, provides innovative wireless solutions to BearCom customers every day. But when a communications problem requires superhuman powers, Meg becomes Wireless Woman—and always saves the day!

The Adventures of Wireless Woman™



Question:

I'm a concert promoter. From time to time, we do outdoor festivals. I'd like to be able to electronically process ticket purchases wirelessly and securely, even if I'm hundreds of yards from the nearest wired connection. Do you have any suggestions for me?

Answer:

You bet I do. Sprint and its EV-DO mobile broadband cards can help your staff connect to the Internet, both inexpensively and efficiently.

Sprint, which also is a leader in providing cellular and broadband services to small and medium-sized businesses, is ideally situated to offer these mobile broadband cards after recently upgrading its wireless broadband network with the faster EV-DO Revision A technology.

In general, EV-DO can also be very useful when synchronizing large amounts of data between mobile devices and central systems. This can be very beneficial to an event organizer such as yourself who needs this capability to connect with staff and keep everything on schedule.

For example, BearCom recently was enlisted by the organizers of Mayfest, a music festival held each year in Fort Worth, Texas, to provide a cost-effective wireless technology solution for its staff in the field. BearCom turned to its long-time partner, Sprint, giving the organizers a powerful new solution using mobile broadband cards.

Sprint has branched out into sporting events as well, such as the Los Angeles Marathon. As a sponsor of the Marathon's Finish Line Festival, where spectators join with runners in a rousing celebration of the considerable accomplishment that comes with completing the 26.2-mile race, Sprint has a booth where it demonstrates its technological prowess. As the runners cross the finish line, they can jog over to Sprint's "Official Chip Time" booth to view their chip times on notebook computers powered by Sprint mobile broadband cards.

The benefits of using Sprint's mobile broadband cards include the ability to:

Continues on page 9...

...Continued from page 8

- Stay in touch via your notebook computer or handheld device
- Go wherever you want and get online whenever you need to
- Connect to the Internet up to ten times faster using EV-DO technology
- Increase productivity and efficiency
- Extend current and new applications to your mobile workforce
- Ensure security with authorized-only access
- Empower yourself and your staff with true wireless mobility

Question:

I have heard that the use of wireless video surveillance cameras can offer tremendous savings in the operation of an event. How do the benefits outweigh the cost of renting and setting up such a system?

Answer:

First, it's not as expensive as you might think. BearCom has the implementation of such systems down to a science. One reason for this is that when the company first embarked on this initiative two years ago, it singled out partners that could offer best-of-breed components for such a system. Among those organizations and their attendant solutions are:

- Sony Electronics, a provider of IP video surveillance cameras

Firetide, a developer of wireless, multi-service mesh networking technologies

On-Net Surveillance Systems (OnSSI), the leading developer of intelligent IP-based video surveillance software

OnSSI has been especially instrumental in this success. Its sophisticated video analytic technology enables event managers to use fewer resources to monitor more effectively the various environments that are deemed a priority. In concert with the imagination of event managers, such environments have expanded dramatically in recent years.

When Harrah's Laughlin staged the Laughlin River Run, the hospitality giant turned to BearCom to create a video surveillance system for its venue, which would serve not only to reveal what has happening in the crowd but also serve as a deterrent to violence. In effect, the use of this technology in this instance became a workforce multiplier, meaning Harrah's did not have to hire additional staff to monitor the spectators.

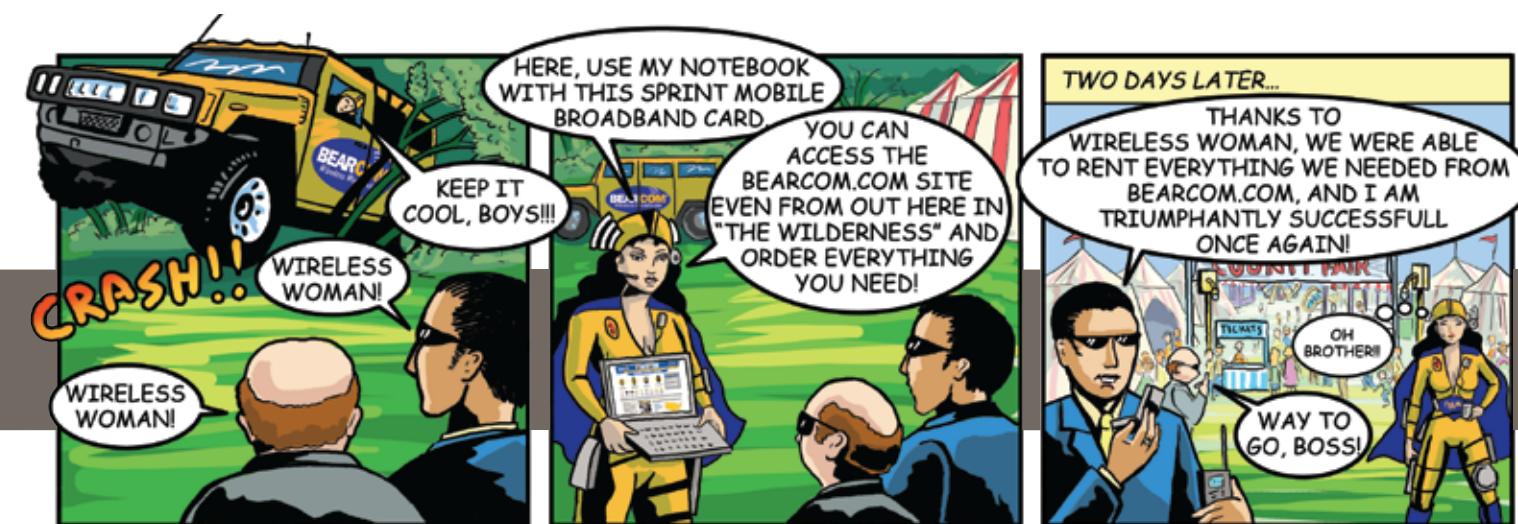
Concert and musical event halls also benefit greatly from the installation and implementation of video surveillance equipment. Emotions often run high at these events, which sometimes can cause a breakdown in law and

order. When this happens, security personnel, by monitoring strategically placed cameras, can find trouble spots and develop solutions for dealing with chaos. Equipment theft also can be prevented by monitoring crowds for potential thieves or other troublemakers who might be milling around equipment storage areas. Security can be instantly dispatched to deal with this type of situation. Disruption of performances also can be deterred when audience members appear to be poised to rush the stage. On-duty security personnel can be alerted through the use of camera surveillance to stop such a potential problem.

Rented wireless video surveillance systems can help bring peace of mind to the event manager by reducing concerns about safety and security. That way, more focus can be placed on other aspects of producing an incident-free event. ●

Wireless Woman, a.k.a. Meg A. Hertz, is Chief Technology Officer for BearCom.

For more information about the wireless products and solutions discussed in this article, please contact BearCom at TodaysWirelessWorld@BearCom.com.





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To learn more about how renting Motorola MOTOTRBO™ digital two-way radios can help keep your event staff communicating clearly, call BearCom at 800.541.9333 or visit www.BearCom.com/rent.



SUCCESS STORY: Toyota Grand Prix of Long Beach

By Kristin Kirkham

The Customer

Since 1975, the downtown area of Long Beach in southern California has hosted the Toyota Grand Prix. In that time, the event has changed names, circuit lengths, routes, and races. Today, the 1.97-mile circuit has 11 turns and is the longest-running major "street" race held in North America. From Thursday through Sunday, there is continuous action on the course with Champ Car, Atlantic Champ Car, Team Drift Challenge, and American LeMans events, as well as pro and celebrity races. The four-day event creates an economic impact of nearly \$30 million each year.

The Challenge

Maintaining safety and security in a crowd of spectators numbering more than 180,000 can be a daunting challenge. In a situation where reliable communication is so vital, the Toyota Grand Prix of Long Beach doesn't take any risks. The organization typically rents several hundred two-way radios for the event each year for use by its security and management staffs. For the 2008 race, BearCom was contacted about adding video surveillance cameras to make the event even safer for spectators and employees.

The Solution

In addition to the nearly 500 Motorola PR400 radios that BearCom provided for the 2008 event, the Toyota Grand Prix of Long Beach asked BearCom to include several Sony pan-tilt-zoom (PTZ) video cameras using a wireless mesh network from Firetide. Strategically placed for maximum effectiveness, the PTZ cameras helped the event staff monitor multiple locations at once, carefully observe the crowd, assist with security issues, and protect the patrons, all without having to enlarge the size of the event management staff. The wireless video system increased the effectiveness of a single event manager by greatly reducing response time for security, safety, and emergency needs.

The Results

According to staff members and volunteers alike, the two-way radios and wireless surveillance cameras from BearCom enabled the Toyota Grand Prix of Long Beach to complete its 34th annual event without a single communications glitch. "We've used BearCom for 25 years because we know that our communications equipment will always be handled by experts," said Dwight Tanaka, Vice President of Operations. Next year, the management

"We've used BearCom for 25 years because we know that our communications equipment will always be handled by experts."

Dwight Tanaka

Vice President of Operations
Toyota Grand Prix of Long Beach



team plans to add Motorola MOTOTRBO digital two-way radios to the mix. "With intrinsically safe features and digital enhancements such as improved voice quality, text messaging, and GPS location, the MOTOTRBO digital solution would be the ideal communications platform for our event," Tanaka added. ●

Kristin Kirkham is Marketing & Technical Writer for BearCom.

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The Grand Prix Foundation of Long Beach was established with the purpose of raising funds through a series of charitable events held in conjunction with the annual Toyota Grand Prix of Long Beach. Since its inception in 1991, the Foundation has donated more than \$1,750,000 to southern California charities.

Warning: This Ad Contains Strong Language.



Throughout the event management industry, BearCom has always had a **strong** reputation. We've been going **strong** for more than 27 years, but now we're sending an even **stronger** signal than before.

BearCom is fully committed to **strong** customer service, has **stronger** relationships with the leading manufacturers of wireless equipment, and has the **strongest** wireless product line in the world. If that weren't enough, we also have some of the **strongest** minds

in the business, and our wireless experts number more than 400 **strong**. Simply put, we're **strong** medicine for all your wireless communications needs.

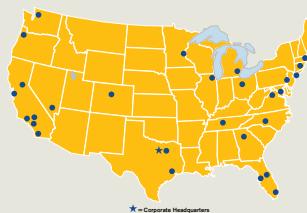
We think we've made a compelling, **strong** statement with this ad, but if you're still not convinced, contact BearCom today. We'll show you firsthand how we can help you build a **stronger** foundation for your wireless communications system. And we promise not to mention the word **strong** when you call.

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