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Special Events Issue

Wireless Technology Brings Untold Benefits to the Events Business

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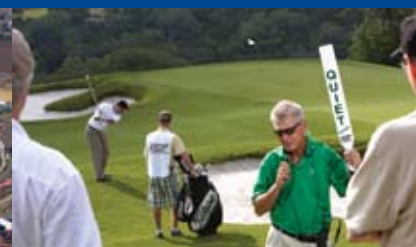
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INDUSTRY OVERVIEW:

Wireless Technology Brings Untold Benefits to the Events Business

By Holt Hackney

The irony was thick at the International Wireless Communications Expo (IWCE) in Las Vegas last spring where Motorola was announcing the new features of its future-facing MOTOTRBO professional digital two-way radio system.

MOTOTRBO has been extraordinarily popular with event organizers and conference coordinators, owing to its ease-of-use, cutting-edge technology and cost efficiencies. While the reason for the appearance at IWCE was to announce new features and benefits for the MOTOTRBO system, no one could blame Motorola for choosing a conference to make the announcement.

The event business has embraced MOTOTRBO and other wireless technologies with fervor in recent years. That warm embrace began in the 1980s when analog walkie-talkies became popular tools at events and continued into the 21st century with the advent of the digital two-way radio.

"The use of wireless technology really took off as the organizers began to see the advantages, such as being able to make important communications decisions in a matter of seconds," stated Brent Bisnar, Executive Vice President and co-founder of BearCom, a nationwide company that has the largest wireless communications rental fleet in the U.S. He pointed specifically to 1987 when Motorola introduced one of the first programmable radios, the HT600, which gave the corporate user many more frequencies. "You didn't have the ability to change frequency with the old equipment unless you actually changed the crystals within the radio. That could take weeks. In the early days, you got what you got."

In the early 1990s, cell phones began to gain favor with conference coordinators and event planners. And because

roaming charges were through the roof, the industry that had developed around renting phones to these planners became a viable business. But the technological advancements were just beginning. Nextel and its push-to-talk (PTT) technology began to emerge years later, enabling instant one-to-one and one-to-many communications on cellular phones. This technology made cell phones work much like two-way radios.

The business of renting wireless communications devices and technology to event planners and organizers got a massive boost in 1996 when BearCom rented hundreds of devices, enabled with Nextel's PTT technology, to the Atlanta Committee for the Olympic Games (ACOG). The ACOG relied heavily on wireless technology, like that from Motorola and Nextel, to help it with security, transportation, and games management. The ACOG used more than 12,000 Motorola two-way radios, 1,400 iDEN wireless communicators, 7,500 pagers, 1,500 cellular phones, and 1,500 computer modems to ensure the smooth operation of the Games.

The critical importance of wireless communications technology at the Games was dramatically demonstrated during the tragic bombing in Centennial Olympic Park on July 27, 1996. Immediately after the explosion, the U.S. Olympic Committee sent a group page to more than 1,200 American athletes, coaches, and staff via a Motorola pager that had been distributed to them prior to the Games, asking each of them to check in with their team leaders. Within 65 minutes, all members of the U.S. Olympic Team delegation were confirmed safe and unharmed.

After the bombing, the ACOG and public safety personnel used two-way radios

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"The use of wireless technology really took off as the organizers began to see the advantages, such as being able to make important communications decisions in a matter of seconds."

Brent Bisnar

Executive Vice President, BearCom

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to coordinate the orderly evacuation of the park and facilitate medical attention and transport for the injured. The media also used cellular phones to report on the bombing, while hundreds of visitors to Centennial Olympic Park used their phones to contact family and friends to let them know they were safe.

Since the 1996 Olympics, many new wireless technologies have emerged. Solutions integrators such as BearCom, which are partnered with the leading manufacturers and providers, have become experts at introducing cost-effective solutions. In addition to the aforementioned MOTOTRBO digital two-way radios and Nextel PTT digital cell phones, BearCom rents equipment such as the Motorola UHF, VHF, 800, and 900 MHz two-way radios, Motorola repeaters, Sprint EV-DO mobile broadband cards, and wireless video surveillance systems that utilize the hardware and software of Sony, Firetide, and /or Motorola.

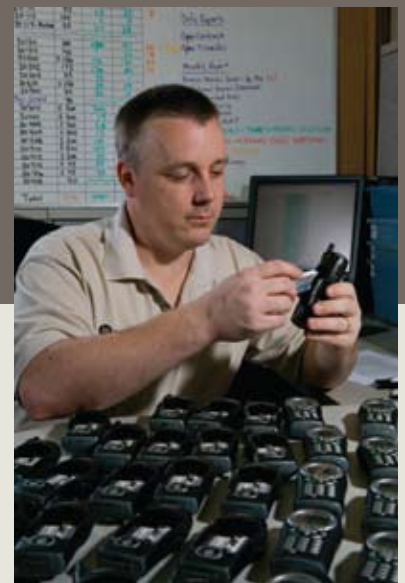
The Sprint EV-DO mobile broadband cards have had a tremendous impact on the events industry, according to Bisnar. "If you go to a convention center or hotel where there is a large conference, you can expect to pay \$100 to \$500 a day for broadband access. As a result, these broadband cards have become a huge favorite with our customers. Some of them have experienced savings up to 80%," said Bisnar.

He added that, beyond conventions, many other types of events also have found broadband cards to be beneficial. Prime examples are fairs and festivals. "These events need to be able to take credit cards," said Bisnar. "But one of their problems is that the entry to the

fair or festival may be too far away from a wired Internet connection or wireless access point. In the past, the vendors have taken credit card numbers manually and charged the cards at the end of the day. The problem is that many such event organizers find that when they run them at night, up to 15 to 20 percent of the credit card transactions won't go through. The Sprint EV-DO mobile broadband card alleviates that issue."

These mobile broadband cards and other Sprint products were on full display recently during Pope Benedict XVI's historic visit to New York City. Sprint worked with the Archdiocese of New York (ADNY) to deploy 600 Sprint cell phones, all of which included Nextel Direct Connect, Sprint's push-to-talk service, allowing staff to communicate

Continues on page 4...



When the EPA mandated that petrochemical plants perform regular maintenance events in order to create a safer environment for employees and the surrounding community, some wireless technology providers assumed a mission-critical role. For example, BearCom introduced several wireless devices from Motorola that were both cost-efficient and safe in volatile environments.





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Silence is golden in the event industry and certainly as rare. Whether it's the unpredictable noise of a trade show floor or the sumptuous sounds of a music festival, workers who aren't outfitted with the latest in batteries, chargers, headsets, and other accessories may struggle to do their jobs. Fortunately, companies like OTTO are meeting the challenge with powerful solutions.

...Continued from page 3

instantly during all activities related to the Papal visit.

"Robust communications were integral to the success of the Pope's visit, and we decided to work with Sprint because of its industry-leading Nextel Direct Connect product and the instant connectivity it would provide to our staff during all activities," said Joseph Zwilling, Director of Communications at the Archdiocese of New York. "The Sprint team was very forthcoming with its technology and personnel, and we highly commend their participation."

During the event, the phones were used by the Elite Fleet, including the Pope's caravan, all Cardinals, and the Vatican VIP personnel. One of the attractions of the technology to the team was Group Connect, a unique capability that allows users to quickly communicate with up to 20 other Nextel Direct Connect users at one time.

"After several conversations and meetings, the ADNY operations team decided to utilize other services besides the phones, including our mobile broadband cards to ensure constant, reliable communications at all times," says Chris Hackett, Vice President of Business and Government Solutions at Sprint. The broadband cards were given to the credentialed media so journalists would be able to submit their reports online at ultra-fast speeds.

Another powerful wireless solution for events has been the portable video surveillance system from BearCom, which utilizes Sony cameras and wireless mesh routers from Firetide and Motorola. These systems have been used in a wide variety of capacities in the event space, such as monitoring remote parking lots where attendees or events may be awaiting a shuttle service. Still another use has been on the trade show floor at

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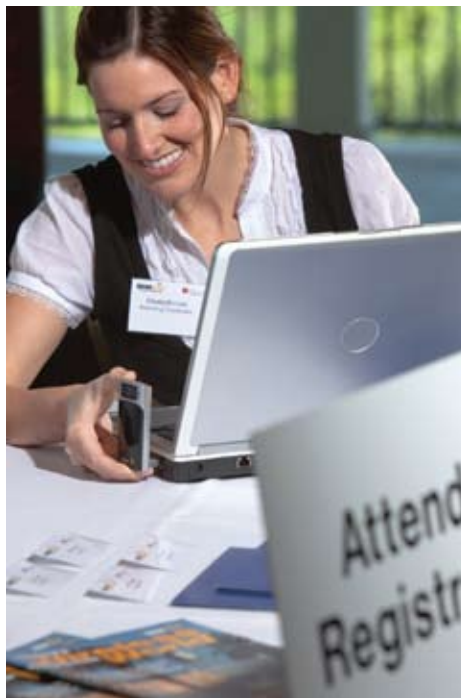
conventions, where theft is a significant risk factor when the doors are closed in the evening. "Trade shows have found video surveillance to be both a deterrent to criminal activity as well as a tool for capturing evidence against those who are stealing merchandise," said Bisnar. But he is also quick to point out that such systems are not for everyone. Rather, they are most useful when expensive merchandise is exposed and the cost of creating a solution makes financial sense.

For other major sporting events such as the Super Bowl, a video surveillance system is definitively appropriate. The City of Phoenix recognized this when it deployed a system for Super Bowl XLII. With more than 200,000 attendees and a litany of high-profile celebrities, the city could ill-afford criminal activity.

Price sensitivity, associated with the current economic climate, extends to other wireless communications solutions, accentuating the value proposition of a company like BearCom, which can deliver a menu of solutions to fit any budget. This flexibility was recently on display in BearCom's relationship with the National Multiple Sclerosis Society (NMSS). In a communication from Eric Stephens, Director of Sales for BearCom's Rental Group, BearCom informed the NMSS that it already works with nine of the NMSS branch offices, managing communications for roughly 25 events. "We are mindful of the bottom line while ensuring effective wireless communication during these events," Stephens wrote. He further suggested that by coordinating those events at a national level, the overall volume will assist BearCom in being able to offer the most competitive pricing structure. This not only helps existing BearCom clients, but also those NMSS branch offices that may be paying more than necessary for the temporary use of rented communications devices.

BearCom's expertise in the wireless communications field extends

to a menu of accessories from leading manufacturers, such as Motorola, Honeywell, Advanced Charger Technology, IMPACT Radio Accessories, OTTO, Peltor, and FreeLinc. These accessories can be critical in an event setting, such as a music festival, busy trade floor, or a football game. For example, noise-cancelling headphones that block out the noise at an auto racing event or football game not only will allow security personnel or professional photographers to think clearly but also



protect their hearing. Technological improvements also have provided for the clearer transmission of voice communications through the microphones of such equipment.

This translates to the other end of the spectrum at events like golf and tennis tournaments, where being able to speak in a whisper and still be clearly understood has become a valuable advancement. "We have staff stationed at almost every hole on the golf course at our events," said Felicia Hopper, who coordinates a number of annual golf tournaments in Houston and

Austin, Texas. "The ability for our team to be able to communicate with the clubhouse when a golfer is lining up a putt is a powerful enhancement to the technological status quo."

Other accessories also come into play on the golf course as well as at other events. Multi-unit chargers from Advanced Charger Technology and IMPACT Radio Accessories, for example, allow event staffers to always have access to a fully charged unit.

Other event planners and conference coordinators have opted to rent devices with batteries that offer extended life. Produced by Multiplier, Lithium Ion batteries can offer up to 50 percent more life than a battery that relies on traditional technology. BearCom recognizes this and makes Lithium Ion batteries a standard component when it rents its rugged Motorola CP200 two-way radios.

On the golf course, especially at professional tournaments, nothing can be more frustrating for the tournament organizer than being unable to reach an event staffer because the battery life of that person's unit has been compromised. "Being able to know what is happening at all times on the golf course is a crucial element to running a polished, successful event," said Hopper. "This is where it most makes sense for a tournament organizer to work with a wireless partner that offers not only a full menu of devices, but also accessories." ●

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 TodayWirelessWorld@BearCom.com.



BearCom stands apart from other wireless technology companies that rent two-way radios and other equipment by maintaining enough inventory to ensure prompt delivery of devices to event planners and conference organizers. A recipient of Motorola's 2006 and 2008 Pinnacle of Customer Excellence awards, BearCom also demonstrates its commitment with its optional on-site event management services.



PRODUCT REVIEW:

MOTOTRBO Takes Center Stage in the Events Industry

By Chris Pace

Staying on schedule means everything to event planners and conference coordinators. Take golf tournaments as an example. Whether it's maintaining the proper pace of play in a PGA or LPGA event or making sure that participants in a local tournament are off the course at a reasonable time for the sponsor's dinner, technology can introduce powerful efficiencies.

This is where MOTOTRBO, the digital communications technology platform from Motorola, comes in. Golf tournament officials are increasingly keeping these radios at their sides at all times to finalize rulings, maintain leader board scoring, check on the latest weather updates, and manage crowds.

"It's been amazing to watch how these tournaments have recognized the benefits of MOTOTRBO and how word has spread throughout the golf tournament community," said Darren Scruggs, who oversees the golf business for BearCom, a 29-year-old company that rents wireless communications devices for events all across the nation.

The MOTOTRBO platform combines exceptional two-way radios—such as the XPR6550—with digital technology to deliver increased capacity and spectral efficiency. The platform—which includes radios, a repeater, and accessories—also supports enhanced voice communications and data applications, such as text messaging and GPS-based location services.

The benefits of MOTOTRBO are now being recognized all over the event industry, according to Brent Bisnar, Executive Vice President and co-founder of BearCom. "I don't know of a single customer who has used MOTOTRBO radios and not fallen in love with the technology," said Bisnar. "Whether it is the greatly enhanced coverage, voice clarity, ergonomic feel, or extended battery life, there's a lot to like about MOTOTRBO."

Bisnar has first-hand experience in deploying the MOTOTRBO platform at the Long Beach Grand Prix in California. One of the most innovative features is IP Site Connect, a digital function that enables users to link up to 15 repeaters

via an IP connection and share voice and data communication.

"Whether it's extending communication between multiple locations, creating continuous wide-area coverage, or enhancing single-site coverage, IP Site Connect from Motorola enables users to link repeaters together to extend the voice and data communication reach of their workforces anywhere in the world," said Paul Cizek, Motorola's Director of Professional/Commercial Radios.

IP Site Connect, which is an important MOTOTRBO software feature, allows users to automatically roam from one coverage area to another with no manual intervention or interruption. It also features the Repeater Diagnostics and Control application, enabling users to easily monitor and manage their systems remotely.

Eric Stephens, Director of BearCom's Rental Group, has also leveraged IP Site Connect to create the optimal solution for a client—Evangelical

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While analog two-way radio technology has been a powerful technology for small to medium-sized businesses for decades, it is only a matter of time before digital assumes its place as the heir apparent technology in wireless communication. Front and center on this stage is MOTOTRBO, which allows



users to have, among other things: expanded digital voice, data, and control capabilities delivered over a given slice of RF spectrum; lower licensing and equipment costs; clearer voice communications over a greater range; static and noise rejection (since analog signals typically become distorted as signal strength degrades); and enhanced battery life (since each individual transmission only uses half the battery power of an analog system transmitting at the same power level).

Lutheran Church of America. The religious organization hosted 25,000 kids in the New Orleans Superdome and the Ernst Morial Convention Center. "In this instance, not only was MOTOTRBO the best technology solution, but it was also the least expensive," said Stephens.

In addition to IP Site Connect, Motorola announced earlier this year the launch of Capacity Plus, a single-site trunking solution that provides access for up to eight voice channels and availability of additional channels for data communications on a MOTOTRBO system. Unlike many other trunking solutions, Capacity Plus does not require the use of a controller in order to operate, which will mean lower equipment costs for event planners and conference coordinators. The Capacity Plus solution also supports the Repeater Diagnostics and Control application.

"Capacity Plus expands the capacity of both voice and data communications, which helps to increase business productivity without the cost of acquiring additional channels," noted Cizek. "This is the ideal solution for users whose business operates at a single site with a large number of users needing voice and data communication."

Given Motorola's proven commitment to technological innovation with MOTOTRBO, it was not surprising that the company recently announced it had sold 200,000 MOTOTRBO digital professional two-way radios since the platform was launched in March 2007. MOTOTRBO's gains are attributable to the performance and benefits of the digital platform, according to Henrik Asbjorn, Vice President Channel Growth Operations, Motorola Government & Public Safety. "Digital two-way radio

provides a powerful, flexible platform to help users achieve new levels of performance and productivity," said Asbjorn. "Furthermore, with its Time-Division Multiple Access (TDMA) digital technology, MOTOTRBO provides additional benefits, such as lower infrastructure costs, longer battery life, and advanced features. These benefits make TDMA the digital choice of the future."

There are many features or applications that were part of the original rollout, such as the GPS and text messaging functionality. MOTOTRBO's GPS-driven location tracking ability, for example, enables the event planner or conference coordinator to track people and assets, such as vehicles. This advanced approach uses a receiver integrated within both the portable and mobile radios, plus sophisticated third-party software. MOTOTRBO offers the benefits of location tracking with no monthly fees or cumbersome external GPS devices to install and maintain over time.

MOTOTRBO Text Messaging, meanwhile, provides rapid unit-to-unit and unit-to-group text messaging between radios, between radios and dispatch systems, between radios and IP addressable devices, and to remote PC clients attached to radios. When used on their own, MOTOTRBO portable and mobile units also support built-in capabilities for free-form and canned text messaging between two-way radio users and talk groups.



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An even more compelling case for switching to MOTOTRBO emerges when you factor in the MOTOTRBO Application Developer Program, which encourages third-party developers to create customized applications that will add value to customers in different vertical markets. The goal is to have developers extend the capabilities of MOTOTRBO and provide niche solutions that will satisfy a broad range of customer needs. To encourage the development of a broad portfolio of customer-focused solutions and continuing innovation, Motorola has provided support to its Application Developer Program, giving accredited developers access to the protocol and Application Programming Interface documentation as well as online support. The ultimate beneficiary of Motorola's commitment to the developer community will be the event industry. With the value they are already getting from MOTOTRBO, it's hard to imagine they'll be looking anywhere else to satisfy their wireless needs.

That has certainly been the case with the National Association for Stock Car Auto Racing (NASCAR), the largest sanctioning body of stock cars in the United States. NASCAR manages more than 1,200 races every year on 200 race tracks in Canada, the United States, and Mexico. Each location poses its own challenges in terms of radio traffic and interference. These challenges are magnified when systems must be deployed quickly, every week, over a wide geographic area. Pit crews, drivers, officials, and all other members of the organization must have a communications system that consistently supports flawless, clear, and reliable connections.

Each NASCAR event involves up to 40,000 officials, staff, and participants. Because NASCAR stages many regional events, several outside organizations must be integrated into the communications loop. It is not surprising that NASCAR's old system was clearly overtaxed.

After a six-month study, NASCAR determined that digital radio, specifically MOTOTRBO, was the best route to achieving the following core objectives:

- Coordinate large numbers of radios
- Ensure absolute audio clarity
- Maintain consistent, reliable communications
- Have a radio durable enough to withstand a rough environment

The MOTOTRBO system was able to meet the first objective because it is engineered to maximize the use of the radio spectrum. MOTOTRBO brought together multiple talk groups whose members were spread throughout the property and needed to be in full communication at all times.

The platform was also used to help connect spotters, emergency medical technicians, crews in the garage and pit areas, and security and all other service and support personnel required to help each race run smoothly. In addition, MOTOTRBO's ability to work in either digital or analog mode made it possible to seamlessly integrate older radio systems that had not migrated to digital.

As for ensuring absolute audio clarity, MOTOTRBO's noise-canceling technology enabled the headsets of racing officials to perform at higher levels, delivering sharp, clear communications in the noisiest of environments—the race track. “We have to make sure we're communicating quickly and concisely,” said Kerry Tharp, Director of Communications at NASCAR. “Through MOTOTRBO, we are able to do our jobs a whole lot better than we have in the past.”

Another official echoed Tharp's sentiment about clarity. “MOTOTRBO has taken NASCAR to a whole new level,” said Steve Lowery, Chief Scorer at NASCAR. “With the old analog system, there was a lot of interference. Sometimes you couldn't hear because of static. But with MOTOTRBO, it's much clearer.”

MOTOTRBO also satisfied the customer's objective of maintaining consistent and reliable communications. MOTOTRBO's digital technology allows for extended battery life so that all users can easily connect throughout an 8-to-12-hour workday and continue communicating, even when the race runs longer than scheduled. The platform is also less susceptible to static and interference.

Finally, MOTOTRBO radios are extremely durable, even in the harshest environments where they can be subjected to impact, dust, rain, grease, oil, and solvents. MOTOTRBO radios are designed to meet U.S. Military Standards C, D, E, and F, as well as IP-57 for submersibility in water. When properly equipped with a Motorola FM-approved battery, MOTOTRBO radios have been certified by FM Approvals in accordance with Canada and U.S. codes to be intrinsically safe.

NASCAR's Tharp added that his organization has been pleasantly surprised by a bevy of unanticipated benefits of using digital two-way radios that have made his job easier. “You have to communicate pre-race, during the race, and most importantly for us, post-race, because when the race is over, that's when our media operation kicks in for us full-bore.”

Whether it is NASCAR or the local pro-am golf tournament, MOTOTRBO is gaining traction as the cost-efficient, feature-rich solution for the event industry. And that value proposition is being reinforced every day in the field. ●

Chris Pace is IP Radio Solutions Manager for BearCom.

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

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Q&As:

Using Radios, PTT Phones, and Video Surveillance Systems at Events

By Wireless Woman

Question:

What are the most popular choices when it comes to renting basic two-way radios and Nextel push-to-talk devices?

Answer:

That's easy. The Motorola CP200 is ideally suited for event planners and conference coordinators. In addition to being one of the lightest and smallest commercial grade radios that Motorola makes, it also comes equipped, when rented from BearCom, with a Lithium Ion battery. Having extended battery life is critical in the event industry, where users routinely put in 12 hours or more and may not have an opportunity to get to their chargers.

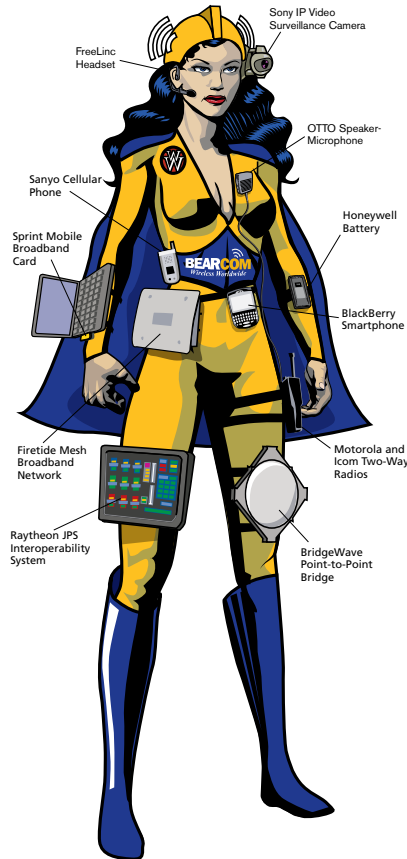
Event organizers also favor the CP200 because of its powerful audio output, which penetrates noisy environments with clear, crisp audio at any volume. When you factor in features such as push-to-talk ID and selective call, which provide for increased communication flexibility, it is easy to see why this radio has been such a hit. In addition, the CP200 is a highly durable device. These radios undergo rigorous testing in the design process, as Motorola uses U.S.

Military Standards and Accelerated Life Testing. This testing is designed to simulate very harsh environments, including rain, salt fog, dust, vibration, and shock. In the hands of the end user, the CP200 will hold up under the most demanding conditions.

As for Nextel PTT phones, the clear favorites are the i530, i567, and the i760. The most recent introduction was the Motorola i760, a fashionable new handset with advanced features, including a large color display and five different ways to communicate.

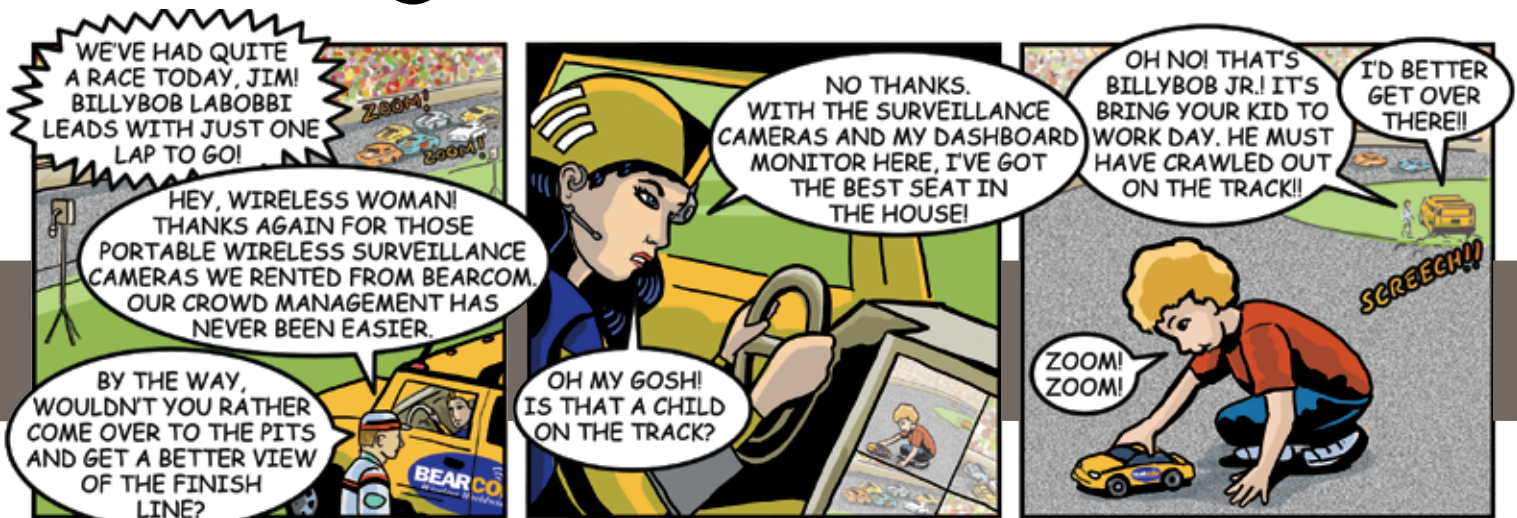
The i760, for example, helps event planners and conference coordinators stay connected at mission-critical times with the following options: Direct Connect, the nationwide and country-to-country instant walkie-talkie service that connects users to each other in under a second; Group Connect, a relatively new service which allows users to communicate with up to 20 other Nextel users nationwide, all at once with the touch of a button; Direct Talk, which allows users who are outside of the

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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™



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coverage area to manually transfer to a two-way radio-to-radio communication mode with a range of up to six miles, depending on specific conditions, such as terrain; and Multimedia Messaging Service, which allows users to send text, images, and audio simultaneously.

The i760 was put to the test recently when BearCom deployed a large group of them on behalf of Amway, a global marketing company that produces and markets quality consumer products. At its national conference, Amway sought to coordinate a breakout session over two cities—Las Vegas and Grand Rapids, Michigan. Leveraging the capability of Nextel's PTT technology and BearCom's deployment know-how, the session was successfully integrated, even though thousands of miles apart.

Question:

I've heard that wireless IP video surveillance systems are very effective in the public safety sector. What about for events?

Answer:

The popularity of such systems is growing with events, too. Perhaps the grandest example of this is their use at past Super Bowls.

When the City of Detroit hosted Super Bowl XL, the organizers turned to

Motorola to help guarantee the safety of the spectators. In particular, the city relied on Motorola's MOTOMESH multi-radio mobile broadband system to deliver seamless video connectivity over a secure, 4.9 GHz wireless network to law enforcement personnel and vehicles around the perimeter of Ford Field. Using the MOTOMESH technology, officials could easily access the Sony cameras to view live, streaming video back at the mobile command posts. The MOTOMESH network also enabled full access to criminal databases, remote digital reporting, multimedia e-mails, and other applications wirelessly—and at broadband speeds.

Similarly, at Super Bowl XLII, the City of Phoenix relied on a wireless video surveillance system, this one powered by Firetide, a leading developer of wireless mesh and access networks. At stake was the safety of more than 200,000 spectators, citizens, dignitaries, and U.S. officials who were visiting downtown Phoenix during the weekend of Super Bowl XLII. The Phoenix Police Department set up high-speed, secure video surveillance systems that transported evidence-grade video from cameras in alleys, the middle of the street, and other hard-to-reach places to two operation centers. Even with fewer "boots on the ground," the police department was able to

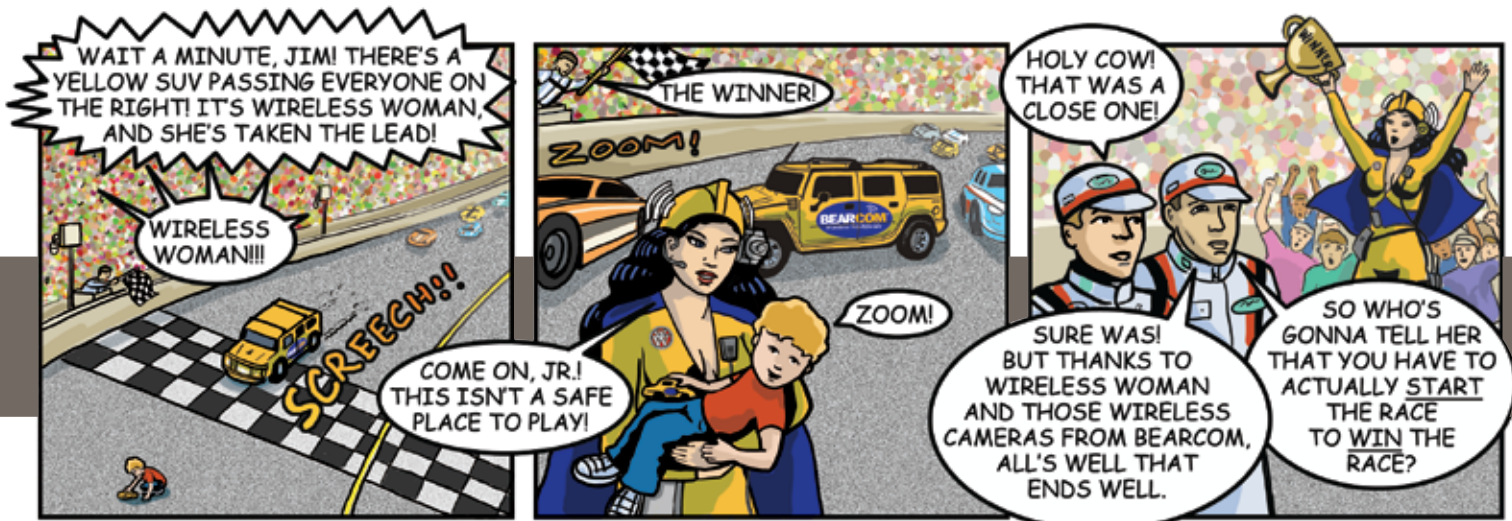
decrease traffic congestion and reduce the risk of incident escalations.

Chris Jensen, a detective in the city's Drug Enforcement Bureau went public with his praise of the system and said, "Before we had this system, an incident around the corner could easily escalate into a larger problem before it was even detected. With 360-degree cameras, trained operators are able see incidents as they occur. Our Firetide video network acts as a force multiplier."

Indeed, the department installed nearly 40 Sony video surveillance cameras in and around downtown Phoenix. To wirelessly connect the cameras to the operations centers where state, local, and federal public safety agencies worked together, 40 Firetide mesh nodes were used. Specially trained agents monitored the real-time video streams and coordinated responses. Lieutenant Vincent Piano recently added that Firetide's mesh network has proven effective in investigations and has become a quick security solution for major events. ●

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 Today'sWirelessWorld@BearCom.com.



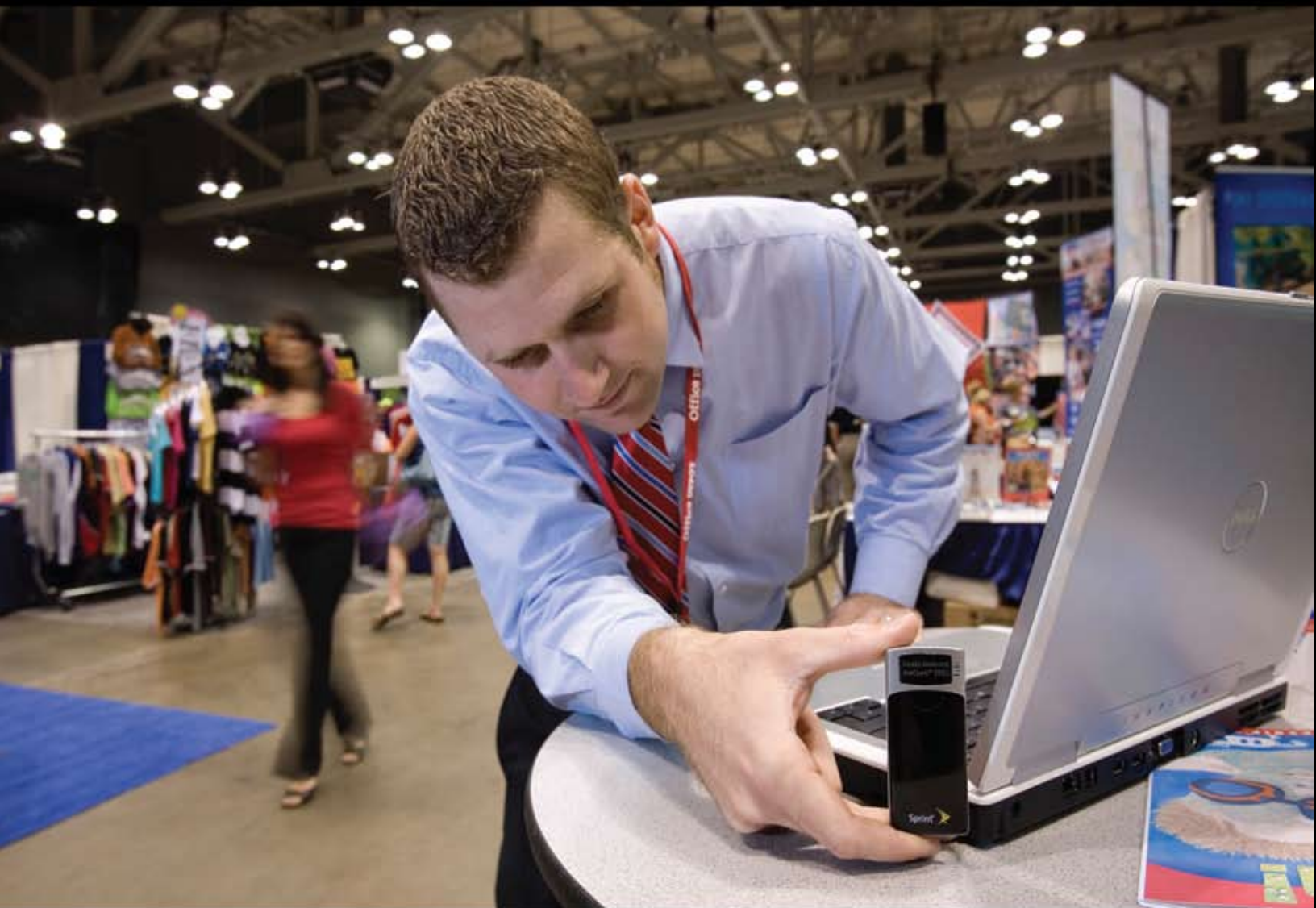
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SUCCESS STORY: Heritage Classic Foundation

By Kristin Kirkham

The Customer

The Heritage Classic Foundation, established in the mid-1980s, was created by three men determined to keep their town on the PGA Tour stop. Fraser, Curry, and Blatt created the Heritage Classic Foundation, a non-profit organization in Harbour Town on Hilton Head Island. The 501(c)(3) non-profit raises money to support the Verizon Heritage PGA Tournament, and all money left over is donated to local charities.

The Challenge

More than 120 two-way radios needed to be provided on the golf course property for the Verizon Heritage Tournament. The tournament took place on Hilton Head, a heavily wooded area with dense foliage. Although the same two-way radio task was completed year after year, the coverage and audio quality were not on par with the tournament's standards. After trying new radios and systems, the Heritage Classic Foundation came to BearCom for consultation. The foundation needed a hands-on team who knew radios and were capable of providing the needed customer attention.

The Solution

After evaluating the area and communicating with the customer, BearCom proposed two systems—one Motorola MOTOTRBO digital radio system for the event staff and one 800 MHz trunked radio system for the police and security staff. Before the event, BearCom's team completed a thorough site test, taking the time to test all the equipment and scan all the channels for frequency licensing. The televised event meant that aesthetics needed to play a part in the assembly of the larger pieces of wireless equipment. With a multicoupler/combiner, BearCom was able to utilize five digital repeaters with ten channels and two antennas. A similar analog system would have required as many as 10 separate antennas. In addition to the 120 MOTOTRBO digital

radios, BearCom also provided 80 two-wire surveillance kits.

The Results

After BearCom's creative solution was implemented, the customer's coverage improved, and the staff benefited from the clarity and ease-of-use provided by the digital radios. "At the end of the day, it's the professionalism, expertise, and ease of working with BearCom that makes the biggest difference," said Morgan Hyde, Assistant Tournament



Director at the Heritage Classic Foundation. "BearCom was able to save us a significant amount of money on the equipment. In our business, that translates to more money to give to charities." In the future, the Heritage Classic Foundation plans to tap BearCom for several upcoming events, such as the Players Amateur and the 2010 Verizon Heritage Tournament. ●

Kristin Kirkham is Marketing & Technical Writer for BearCom.

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

"BearCom was able to save us a significant amount of money on the equipment."

Morgan Hyde

Assistant Tournament Director
Heritage Classic Foundation

The Heritage Classic Foundation manages multiple golf tournaments in Hilton Head, including the Players Amateur and the Verizon Junior Heritage. In 2008 alone, the foundation donated \$1.763 million to 100 charitable organizations.

Warning: This Ad Contains Strong Language.



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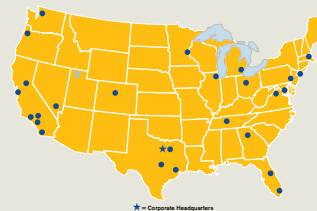


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