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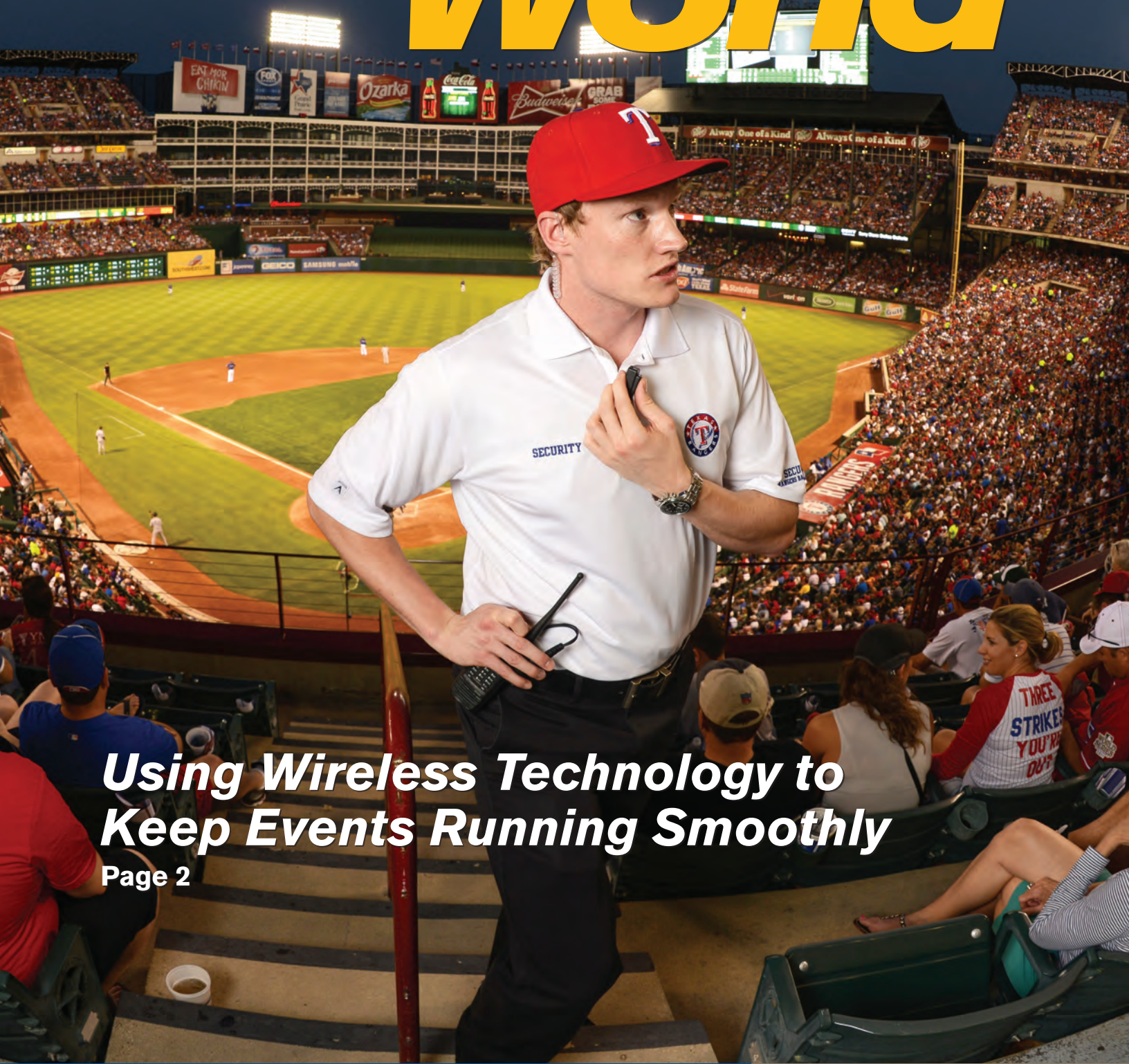
Special Events Issue



Using Wireless Technology to Keep Events Running Smoothly

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Today's Wireless World™

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c/o BearCom • P.O. Box 559001
Dallas, TX 75355 • 800.527.1670
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INDUSTRY OVERVIEW:

Using Wireless Technology to Keep Events Running Smoothly

By Holt Hackney

The distance in Austin, Texas between the venerable Saxon Pub and the eclectic night club Red Eyed Fly is roughly ten miles. But they might as well have been a thousand miles apart two years ago, as organizers of the South by Southwest festival sought to maintain wireless communications across a hodgepodge of venues during one of the nation's premier music events.

All that changed, however, when Kirk O'Brien, the Chief Technology Officer of the five-day event, embraced the MOTOTRBO professional digital two-way radio system, a solution developed by Motorola and deployed by BearCom, which effectively erased the distance created by outdated technology.

"It was a much clearer signal than what we had with the analog technology," said O'Brien, who has been overseeing the event for almost six years. "The range was better as well. Those are two very important qualities when you consider that our team of 500 or so professionals is moving in and out of buildings as they deal with security questions, arrange transportation, and handle an assortment of other issues. MOTOTRBO provides us with a technology that offers a wide reach and is very clear. We have been very satisfied with our decision."

O'Brien's experience is not unusual, according to BearCom's Executive Vice President, Brent Bisnar. "The event management industry, from trade shows to music festivals, has embraced MOTOTRBO for two big reasons: the technology makes them more effective at their jobs and the ease with which they can rent equipment," said Bisnar.

That technology was amplified again recently when Motorola announced the launch of a "transmit interrupt" function, several new radios, and a host of powerful repeaters.

Transmit interrupt enables MOTOTRBO users to interrupt conversations during an emergency or to deliver business-critical communications exactly when and where it's needed via the voice interrupt, remote voice dekey, and emergency voice interrupt features. Private security outfits, which are frequently hired by event managers, enjoy a tremendous benefit from the transmit interrupt functionality, since it helps create a safer, more efficient communications network in the field.

Meanwhile, the 800/900 MHz-capable radios are just the latest wireless devices made available from Motorola. The company already offers the XPR6580 display portable, XPR6380 non-display portable, XPR4580 display mobile, and XPR4380 numeric display mobile radios. BearCom also provides its own branded portable radio, the BC130, which is manufactured by Motorola and sold exclusively by BearCom.

Similar to the Motorola radios, the new repeater–the XPR 8380–builds upon a long line of quality repeaters in the growing MOTOTRBO system lineup. It provides continuous duty at 40W/UHF, 45W/VHF, and 35W/800 MHz. It also operates in analog and digital mode and supports two simultaneous voice or data paths in Time-Division Multiple-Access (TDMA) digital mode. Motorola plans to launch a 900 MHz frequency band repeater later this year.

As for the UHF 100-watt MTR3000 base station/repeater, Motorola believes this hardware will help improve coverage for users such as public works and transportation companies operating across a wide area, or within large buildings. Examples of the latter would be hospitals, shopping malls, and gambling casinos.

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"The event management industry, from conventional trade shows to music festivals, has embraced MOTOTRBO. The technology makes them more effective at their jobs."

Brent Bisnar
Executive Vice President, BearCom

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The flexibility of the high-power MTR3000 repeater, which can operate in analog or digital mode, has been a hit with customers, according to Eric Stephens, Regional Manager for BearCom's Rental Group. "They appreciate the fact that this technology allows them to migrate to digital at their own pace." He added that this product allows for the migration at a far lower cost, "than if they had to do a complete replacement of their existing equipment."

The core technology of MOTOTRBO remains a carrot for many event planners. First, there is spectral efficiency. The system increases calling capacity and improves voice quality, even at the farthest margins of the RF range, providing more reliable coverage in difficult environments. MOTOTRBO's built-in error correction also reconstitutes the voice, enabling more consistent audio performance. The technology also reduces background noise by compressing speech and filtering out anything which is interpreted as not being a human voice.

Second, MOTOTRBO's utilization of TDMA allows for the division of the existing 12.5 KHz channel into two time slots, doubling the call capacity and allowing two voice conversations or a voice and data transmission to occur simultaneously. This is done using the existing license, so users don't incur additional costs. It also requires less infrastructure, making MOTOTRBO a highly economical solution for maximizing capacity and satisfying the needs of a vast amount of users.

Paul Cizek, Motorola's Director of North America Professional/Commercial Radios, recently noted that TDMA has become "the digital choice of the future for professional two-way radio communications. Delivering advanced features and more system capacity, while being able to leverage existing spectrum resources at a significant cost savings, makes it a very clear choice over Frequency-Division Multiple-Access (FDMA) digital solutions."

The MOTOTRBO system's functionality is further enhanced with the use of the single-site trunking solution, Capacity Plus. This solution delivers twice the capacity of a conventional digital system, offering a scalable and cost-effective means of expanding communications, so that diverse work groups can easily and efficiently share large amounts of business-critical information.

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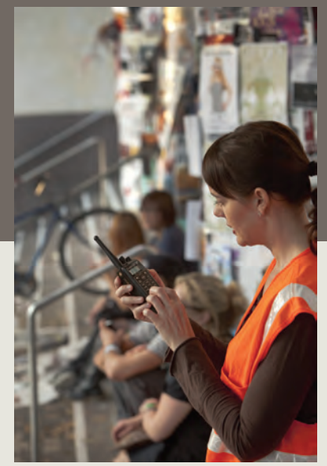

Motorola Capacity Plus, a scalable, single-site, digital trunking solution, expands the capacity of the MOTOTRBO digital system, ensuring that managers of events like SXSW have the coverage they need to identify any problems and act promptly to resolve them. More than 1,000 radio users can quickly and efficiently share business-critical voice and data communication on the same system.

Mobile broadband cards from Sprint are an indispensable tool at trade shows, conferences, and outdoor festivals, where their ability to cost effectively connect a user to the Internet trumps other solutions. For example, such cards allow exhibitors to focus on conference attendees, rather than worrying over whether they are going to be able to easily and quickly get online.

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Digital also has the advantage over analog when it comes to workgroup communication, enabling features such as one-to-one, one-to-many, and one-to-all. Using group call, groups can share a channel without disrupting other radio users. In addition, the late entry function enables a user to join a voice transmission that is already in progress. Notably, channel scan gives priority to certain users or groups, improving the efficiency of call management.

One of the core attractions of MOTOTRBO has always been the fact that Motorola has the industry's largest application developer network for professional digital radio systems with more than 260 partners and 85 application solutions worldwide. Among the many applications that operate in symbiotic fashion with MOTOTRBO are text messaging, GPS location tracking, telephony, work order ticket management, and dispatch.

Given all these bells and whistles, one might think that the challenge is meeting expectations. But MOTOTRBO exceeds expectations in the event management field. This was borne out recently at the Coachella Festival, which is a three-weekend music and arts festival organized by Goldenvoice (AEG Live) and held at the Empire Polo Club in Indio, California. The event has several stages/tents set up throughout the grounds, each hosting live music.

Kevan Wilkins, the Production Manager at Goldenvoice, recently expanded on how Motorola's technology exceeds expectations. "Our staff and vendors utilize more than 1,200 two-way radios for this event, which covers three weekends," Wilkins said. "For our 2011 event, our team decided to move in a different direction and chose BearCom to provide wireless voice communications and services. Our

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requirement was for a 1.5 square mile coverage area, yet we were pleasantly surprised to have coverage up to 12 miles away. I have been in this business for more than 30 years and am happy to say we chose the right supplier, as the equipment BearCom provided--Motorola's digital radios and repeater systems–and its performance was the best I've experienced to date. The equipment was efficient and the clarity was superb." Wilkins added that BearCom's team at the event "was organized, courteous, flexible, and professional. BearCom's technicians provided programming expertise that assisted in improving our operations."

The satisfaction with BearCom's success is partly attributable to the company's experience in the field. In the mid-1990s, BearCom rented a number of devices enabled with Nextel's push-to-talk technology to the Atlanta Committee for the Olympic Games (ACOG). The ACOG was a test bed as far as event organizers using wireless technology. The deployment of more than 12,000 two-way radios helped the ACOG with its security, transportation, and games management.

That realization came to a head on July 27, 1996 when a man placed a bomb in Centennial Olympic Park. The organizers sent a group page to more than 1,000 American athletes, coaches, and staff, using a Motorola pager that had been distributed to them prior to the Games, asking each of them to check in with their team leaders. In a little more than an hour, all members of the U.S. Olympic Team were confirmed safe and unharmed.

While MOTOTRBO and an assortment of Motorola-produced products are the popular choice for event planners, the company also rents other products, such as mobile broadband cards and wireless video surveillance systems. The Sprint mobile broadband cards, for example, remain a viable solution for some events, especially at trade shows, where users can spend as much as $100 a day for broadband access. Other settings for the cards include fairs and festivals, where organizers and their vendors need to accept credit cards because of long distances to a wired Internet connection or wireless access point. Wireless technology has eliminated the antiquated approach of taking credit card numbers manually.

BearCom also provides a menu of wireless accessories for rent. These products are manufactured by various companies, including Motorola and

IMPACT Radio Accessories. Noise-canceling headphones, which block out noise at auto racing events, football games, and concerts, are a good example. They allow security personnel and/or event managers to think clearly, as well as protect their hearing.

BearCom also offers a slew of accessories that enhance the power and reliability of wireless equipment. Multi-unit chargers from IMPACT Radio Accessories ensure that event managers and their teams have access to a fully charged unit. Other users rent devices with Lithium-Ion batteries, which can go 50 percent further than existing batteries. Not surprisingly, BearCom makes such batteries a standard component in many of the two-way radios it rents.

That extra talk time is of limited value, however, if the radio breaks in the field. That's why Motorola made the durability of radios that use the MOTOTRBO's digital technology a priority, even in the harshest environments where they can be subjected to impact, dust, rain, grease, oil, and solvents. These devices 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 U.S. and Canadian codes to be intrinsically safe.

Given the tremendous value proposition of MOTOTRBO, why wouldn't event planners buy such equipment? Bisnar says it is a question of economics. "With the pace of technological improvements, it would be expensive for any organization that stages events to keep pace," said Bisnar. "By renting such equipment from a reputable solution integrator and strong Motorola partner, such as BearCom, these organizations have the best of both worlds. They get cutting-edge technology developed by Motorola without incurring the substantial cost of having to buy the equipment." ●

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Passions typically run high at sporting events and concerts. This is especially true where alcohol is served. That makes it all the more imperative that facility managers have access to the latest wireless technology solutions, such as Motorola two-way radios and speaker-mics, which allow for hands-free communications between employees in the field and the managers charged with minimizing incidents in the stands.

PRODUCT REVIEW:

IP Site Connect Has Fans in Every Corner of Corporate America, Especially Among Event Organizers

By Marjorie Montoya

As if MOTOTRBO and its positive impact on businesses wasn't extraordinary enough, Motorola and its partners have taken the digital two-way radio system to another level with the introduction and deployment of the companion technology known as Motorola IP Site Connect.

In a nutshell, Motorola IP Site Connect extends wireless communications, regardless of physical barriers or other impediments that ordinarily block such communications. It accomplishes this by linking up to 15 repeaters at a single site or across multiple locations, which results in uninterrupted voice and data communications. One of its most powerful features may be the ability to automatically connect MOTOTRBO users who are utilizing different frequency bands, broadening the scope of their wireless two-way communication capabilities.

Paul Cizek, Motorola's Director of Professional/Commercial Radios, noted recently that "whether it is 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."

BearCom, the largest wireless technology solution integrator in the country, has witnessed excitement about IP Site Connect in the business community firsthand. It has also managed multiple deployments. "Motorola's IP Site Connect has introduced tremendous efficiencies for the wireless technology community by enhancing the benefits of its MOTOTRBO two-way radio system," said Brent Bisnar, Executive Vice President at BearCom. "We are seeing interest from all the sectors of the marketplace." One of the most popular applications of the technology, he added, has been in the event industry, where organizers appreciate the fact that such equipment can be deployed on a rental basis.

The All Good Festival is a case in point. This weekend-long music event is held annually each July at venues along the Mid-Atlantic, in states like West Virginia, Maryland, and Virginia. The most recent festival was held on Marvin's Mountain Top in Masontown, West Virginia.

There are usually three stages at the festival: the main stage, flanked by a smaller stage, and the Grassroots stage. This creates technical challenges on the festival grounds, which is why the MOTOTRBO system has been so valuable. Because the location of the main stage is at the bottom of a hill, a natural amphitheater is created in which the music from the stage is projected to the maximum amount of listeners sitting on the hill, with the mountains of West Virginia as the backdrop.

While the rolling topography may offer a stunning setting, it creates a nightmare for those in charge of ensuring reliable communications. "The topography of the West Virginia venue meant that certain festival locations were not reachable via traditional radio frequency," said Jim Tobin, founder of Jim Tobin Productions.

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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.

Companies like Suncor Energy have recognized the benefits that the latest in wireless technology can bring to petrochemical refineries. On a rental basis, BearCom recently provided a package of more than 400 Motorola intrinsically safe radios, repeaters, and a multi-coupler/combiner to one of Suncor's plants, expanding the capacity of the plant from three channels to 16.

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"IP backhaul was the only solution other than relying on a public switched telephone network or cellular network. Relying on a PSTN or cellular networks was an inherently unreliable proposition, creating significant inefficiencies for festival organizers and inconveniences for those attending the festival."

After connecting with BearCom and reviewing potential alternative solutions, Tobin and his team selected IP Site Connect. Working with BearCom, they determined what the backhaul requirements would be and designed the IP infrastructure that could alleviate the previous challenges. "Thanks to IP Site Connect, we were able to reliably communicate via radio with our off-site employee check-in outpost," said Tobin. "This had never been achieved before. We were also able to communicate reliably with our remote box office location, which had previously been spotty from an RF coverage standpoint. There were many other unanticipated benefits as well. Key staff now have the ability to stay in communication with the site, even if they are at the hotel."

Another example of IP Site Connect is at a hospital campus setting, where two-way radio communication systems can face a number of logistical and operational hurdles, exacerbated by the presence of buildings or metal structures. These buildings cut users off from other colleagues at other locations. IP Site Connect, though, creates continuous, umbrella-like coverage for the campus. With repeaters strategically deployed, hospitals can ensure uninterrupted coverage and unrestricted mobility, both inside and outside.

When the Greenville Hospital System University Medical Center (GHS) in South Carolina was recently expanded, building five additional campuses throughout its county, the existing wireless technology used by its security team became obsolete. The team's analog radios and cell phones, which slowed response and lessened effective communications with the main campus, were replaced with Motorola MOTOTRBO two-way digital portable radios and IP Site Connect. Together, these technologies closed the communication gap. The customer created a centralized emergency dispatch center, which was enabled by Motorola's reliable, seamless communications system throughout the entire coverage area.

Thanks to MOTOTRBO and IP Site Connect, the hospital can now ensure the safety and security of its patients, as well as the more than 1,200 affiliated staff physicians and 10,000 employees. Shawn Reilly, Director of Security at GHS, said the technology has alleviated one of the "primary challenges" that motivated the move to digital. "We needed coverage in the main hospital's emergency room, which was located below the X-ray room," Reilly said. "This was a concern to the GHS security team, as the ER is a very busy place and the need for good radio communication is vital."

Wireless integrators like BearCom are adept at helping hospitals and other healthcare facilities test the radios to make sure they will not create any potential interference issues with medical equipment. Reilly said that in GHS' case, "there was no impact on any of our systems."

Eric Stephens, Regional Manager at BearCom, noted that it is a hallmark of a good solutions integrator to take a holistic approach to a customer's existing technology infrastructure. "It's very important that you take into account where legacy technologies need to be replaced and other existing technologies can be maintained," said Stephens. "BearCom's policy has always been to take a cost-effective approach that allows the customer to achieve its corporate objectives."

Like hospitals, utilities have also benefited from MOTOTRBO and IP Site

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Connect. A case in point is the Sumter Electric Membership Corporation (EMC), a not-for-profit electric utility that serves 19,500 members throughout 11 counties in southwest Georgia.

As a service cooperative, Sumter EMC is owned by those it serves and provides electric power at cost to its members, who actively participate in setting policies and making decisions. Its linemen and field workers require reliable, clear communications with each other, something they weren't getting with the old technology, thanks primarily to the heavily wooded terrain that extends throughout both city and rural areas.

David Brokamp, Vice President of Engineering at EMC, noted that "even though we were using a three-repeater system, the old 800 MHz system just couldn't penetrate in a lot of areas with dense foliage, or reach all the way to the fringes of the area." There were other challenges as well. "When we dispatch a field worker to an outage, we try to send the truck that is closest to the outage site," Brokamp said. "With the old system, we really didn't have any way to track their exact location. Without that knowledge, we took the chance that we were dispatching a truck that was 30 miles away vs. a team who might have been closer and could have had the customer back in service much more quickly."

Brokamp quickly recognized the promise of MOTOTRBO IP Site Connect and Motorola's point-to-point solution. He hasn't been disappointed. "The great thing about this solution is that it puts everybody on the same channel," Brokamp said. "If a lineman on the far side of our territory needs to contact me, I know he'll be able to get through. If I need to leave the office, I can take my radio with me and talk to them, just like I'm sitting in dispatch. It's effective, efficient, and gives us the added flexibility we need."

The U.S. manufacturing industry has been another beneficiary. The Georgia Nut Company (GNC), based in Illinois, employs 350 people at multiple locations. Like other companies that count on the timely utilization of perishable raw materials, reliable communications is essential at GNC. Recognizing this, management sought and found a digital communications system that could blanket all of its properties and provide for a connection that was reliable and clear–Motorola MOTOTRBO and IP Site Connect.

GNC has been pleased with its system, which supports continuous voice and integrated data communications among all personnel, connects users across the factory floor or across the country at the push of a button, allows just-in-time product manufacturing and delivery, and enables users to roam without manually changing channels through intrinsically safe MOTOTRBO radios. It also ensures uninterrupted communication with features such as dual-mode analog and/or digital scan, as well as enhanced call management.

"It's pretty clear that no matter what the setting, IP Site Connect brings value to the table," said BearCom's Bisnar. "With every early adopter that realizes the effectiveness of this technology, more companies will follow. It offers too much of a competitive advantage for companies to sit idly on the sidelines."

Event organizers recognize this, too, according to BearCom's Stephens. "There's no reason for companies like Jim Tobin Productions to purchase the equipment if they are only going to deploy the technology a few times a year," he said. "First, every situation is different, meaning an organizer would likely need to enlist a solution integrator for each individual deployment. Second, the pace of technological change, especially when it comes to a company like Motorola, is astounding. Why invest in a technology you may only use a few times, if that technology is going to change, for the better, in a couple of years? That's why organizers are increasingly embracing the option to rent their wireless equipment."

IP Site Connect is especially beneficial at conventions. Bisnar recently oversaw a deployment at a convention in New Orleans, where the organizer staged a show at the Superdome and New Orleans Convention Center and benefitted mightily from this wireless technology. "IP Site Connect is a perfect fit for conventions," Bisnar said. "First, they only have to carry one device, which is a huge advantage. Second, you can communicate one to many as opposed to one to one. When your employees are spread out, as they were in New Orleans, the ability to get information out fast can have a significant impact on both safety and the bottom line." ●

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

BearCom has produced several new videos starring Wireless Woman. Check them out online at www.YouTube.com/BearComTV.

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ASK WIRELESS WOMAN:

BearCom's BC130 Two-Way Radio, Motorola's MOTOTRBO Digital Platform, and Today's GPS Systems

Question:
My budget has been slashed for my upcoming conference. I've heard that BearCom offers a nifty two-way radio at an attractive rental rate. Who makes it? Is there still a lot of value in the device?

Answer:
The BC130 portable two-way radio is manufactured by Motorola exclusively for BearCom. While it's a very compact and lightweight device, it's also rugged enough for the harshest environments. But it's what's inside the radio that has made it such a huge hit, especially in the event management business.

The BC130 is fully programmable, and it will not limit the user to specific frequencies. The radio offers superior coverage and better-sounding audio than other radios at the same price point, even when used in large convention centers or stadiums. This is enhanced by the aluminum chassis, which acts as a ground plane for the antenna. Other cool features include a single priority scan, nuisance channel delete, and even optional "talk-around" capabilities.

Music festivals, conferences, and other multi-day events are also warming to the BC130 because of its compatibility with radio repeaters. Most low-cost radios can't be used with them. The BC130, on the other hand, can be programmed onto the repeater's frequency, which can greatly extend the radio's useful range.

Another plus with the BC130 is that it comes with an antenna, spring belt clip, Lithium-Ion battery, and rapid charger base and power supply. The battery, in particular, has become a hit with users, since it dramatically extends the talk time for administrators. They are also much lighter than traditional batteries, which is another reason the radio is lighter and much more portable than its competitors.

The BC130 is highly compatible with accessories. For example, there are several hands-free operation options available, allowing event management employees to focus on running a smooth event, rather than worrying about the operation of their two-way radios.

The final, and arguably most important, reason companies in the event industry should consider the BC130 is the nature of BearCom's long-term relationship with Motorola. The two companies have collaborated before on products and solutions for a specific market segment. Motorola's deep expertise in developing wireless technology products and BearCom's experience in the event management industry make the BC130 a winning byproduct of the partnership. Each company's customer-centric approach and commitment to creating the right product for the right market has led to a very favorable reception for the BC130, a trend that figures to continue well into the foreseeable future.

Question:
Motorola's MOTOTRBO digital platform has been great for creating new efficiencies for corporate America. But can you give me an example of how it is indirectly helping society?

Answer:
Absolutely. Look no further than the alternative energy space. With wind farms springing up throughout rural America, MOTOTRBO is making it more economically feasible to initiate such projects and maintain them.

Technicians climb up and down the wind turbines, which are often the height of a football field. MOTOTRBO digital radios provide seamless communications both

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inside and outside the steel towers. This cloud of connectivity also spans the width of the farm, which can be dozens of miles.

Reliable communication is critical at wind farms, where weather can change in a heartbeat. When a technician is working inside a tower, unable to see the sky, the manager on the ground needs to be able to get him out of the tower quickly and safely. MOTOTRBO radios also include the added functionality of an emergency button. Once it has been depressed, the radio continues to send a signal until someone on the ground has acknowledged the alert.

From a practical standpoint, when technicians are up inside the turbines and need help, they no longer have to climb down and exit the tower in order to reach someone on the radio. They can make that contact, have the conversation, and continue with the job at hand.

MOTOTRBO provides numerous other benefits to wind farms, namely:

- *The industry's first "transmit interrupt" suite.* This allows MOTOTRBO users to interrupt conversations during an emergency or to deliver business-critical communications exactly when and where they're needed.
- *Receptivity to custom applications that adapt the radio to specific business tasks at the wind farm.* That flexibility allows those users who are building wind farms to add new applications as necessary.
- *Rugged nature.* Wind farms are typically in harsh environments, where workers and their devices are exposed to the elements. MOTOTRBO radios meet the IP57 standards for submersibility in water (portable models) and U.S. military and Motorola 810 C, D, E, and F standards for durability and reliability.
- *Enhanced capacity.* By utilizing TDMA technology, Motorola has effectively doubled the capacity per channel with its MOTOTRBO technology, negating the need for additional repeaters. This saves both equipment and equipment maintenance costs.
- *Extended battery life.* A battery charge on a MOTOTRBO device lasts 40 percent longer than analog, providing reliable communications throughout extended work shifts.

All in all, Motorola MOTOTRBO technology is facilitating the development of alternative energy sources, lessening

our reliance on conventional sources and ensuring a more prosperous future for all of us.

Question:
GPS seems like a very mature wireless technology. Are there any new and innovative ways that GPS is being deployed for events?

Answer:
Absolutely. These systems typically blend together a host of activities and functions that lead to a safer, more productive event. Three of the most significant advantages center on improved safety of employees (and in the case of events, attendees), protection of assets, and enhanced customer service.

On the safety front, event managers should know the whereabouts of their bus drivers as they make their way, for example, with a busload of attendees to the event. GPS systems identify the location of such employees, providing the transportation coordinator with the exact coordinates. In some cases, such systems are sophisticated enough to provide specific data that would show whether the driver is speeding or driving in an otherwise irresponsible manner. This can be critically important in cases where the coordinator is providing transportation from disparate locations to the event.

Another powerful benefit of a rented GPS system is the ability to more adequately protect the fleet of vehicles. Whether the event organizers rent transportation vehicles from municipalities, universities, or other quasi-governmental bodies or maintain their own fleets, they are heavily incentivized to protect the vehicles over the course of an event. GPS systems allow the transportation coordinators to plug in the safest and/or least taxing route for the vehicle to the event.

Equally important to a event's long-term success is providing consistently superior customer service. A great example of this is the annual three-day Austin City Limits festival in Austin, Texas. Each fall, the event draws more than 100,000 attendees to a relatively small patch of grass called Zilker Park. Organizers contract with the municipality to bring dozens of buses to Barton Springs Road. By tightly monitoring the location of the buses, organizers can reduce wait times when the concert is over and attendees are trying to get to the after party, go home, or get back to their hotel rooms.

The bottom line is that rented GPS systems are becoming an indispensable ingredient for running many different types of events. ●

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SUCCESS STORY:

University of Tennessee

By Nicki Nielsen

The Customer
The University of Tennessee at Knoxville is one of the largest universities in the country, with an enrollment approaching 30,000 students. Each spring, about 12,000 more students show up, though these students are much younger and are seeking a different kind of education than what one might receive at a college. Sponsored by an organization called Destination ImagiNation, these students attend a special 10-day event called Global Finals to learn and experience creativity, teamwork, and problem solving. It is the University of Tennessee's job to make sure the event runs smoothly.

The Challenge
Each year, the university usually hires approximately 130 temporary workers to make sure the event goes as planned. Typically, the workers are college students, according to Sorin Smalley, who oversees the communication component between a very small staff of full-time employees and the temporary workers. "We count on the college students to transport officials and VIPs," said Smalley. "Communication, however, is not the strong suit of these students. They don't always pick up their two-way radios. That means we may not know exactly where they are. There are a lot of problems with that, not the least of which is that they could become lost. Our challenge coming into last year was two-fold: create an efficient transportation system that is easier to manage and reduce our overall budget."

The Solution
After a thorough review of the requirements, BearCom's rental team suggested radios and other devices that utilize Motorola's MOTOTRBO digital platform. BearCom ultimately provided approximately 70 two-way radios and 45 GPS devices. With this system, the drivers are afforded the ability to navigate the roads using a touch screen GPS navigation device. Meanwhile, dispatch can track the vehicles in real time, dispatching routes or sending messages to the devices from virtually any Internet-connected computer.

The Results
"With the GPS tracking system and new two-way radios in place, our staff was able to monitor the temporary workers and ensure a much more pleasurable experience for the VIPs and other officials," said Smalley. The system provided the added benefit of being able to identify temporary workers, who were driving irresponsibly, accruing, for example, red light camera tickets. "Another impressive result of the wireless technology solution deployed by BearCom was the cost savings," Smalley added. "We were able to reduce the number of drivers and vehicles we used by 31 percent, while serving the same number of participants." ●

"Another impressive result of the wireless technology solution deployed by BearCom was the cost savings."

Sorin Smalley
Transportation & Communication
Event Coordinator
University of Tennessee

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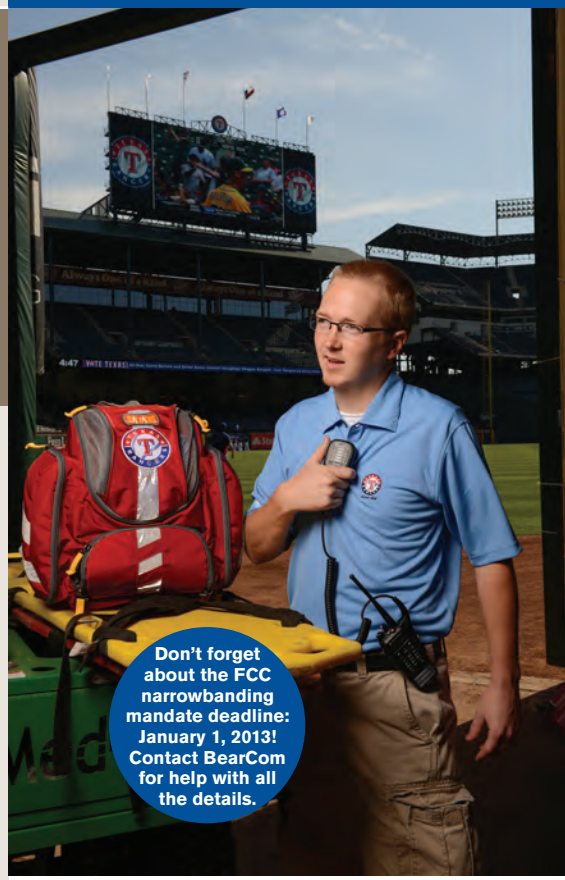
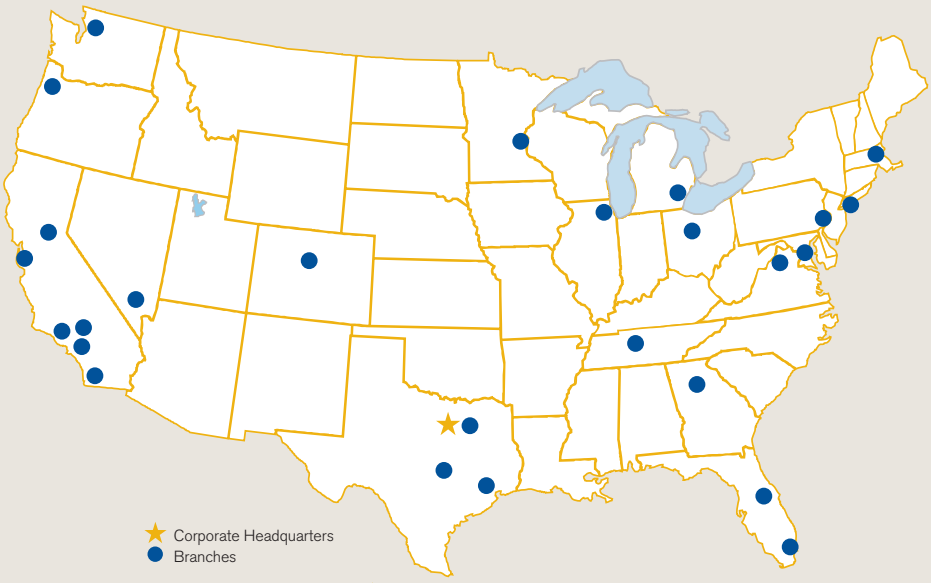
Improve Communications, Productivity, and Security with BearCom's Wireless Video, Voice, and Data Solutions

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.





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