

Connect

Hytera customer publication & channel news

Quarter 2, 2013 · Issue 3

Better Promotional Effect
with Customized Marketing Materials

Whinfell Forest
Brings Perfect Holiday
with Hytera DMR Radios

Feature Products

- The Most Complete DMR Trunking Portfolio
- World's First Full-Duplex DMR Trunking Mobile Radio

Connect

Hytera customer publication & channel news

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Issue 3, 2013

Published by
Marketing Department, Hytera

Editor in chief:
Dylan Liu

Executive editor:
Iris Wang
Jim Luo
July Liu

Graphic designer:
Deng Lei

Connect us:
Tel: +86 755 26972999 ext. 1279
E-mail: marketing@hytera.com

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Editor's note



2013 is meaningful to Hytera for it's the 20th year of its establishment. In the past two decades, Hytera has grown to be one of the leading PMR solution providers of the world, which is a great accomplishment of Hytera employees and partners. To celebrate its rewarding efforts of the past and the golden future of the industry, Hytera has released its anniversary logo for the year of 2013, which you have probably seen on our website and some newly printed marketing materials. It will be used along with Hytera corporate logo throughout the year.



Hytera Anniversary Logo

In the beginning of 2013, Hytera attended several international events such as IWCE and IDEX with our DMR Trunking Pro System, which is also the Feature Product in this issue. The case study *Open an DMR Era for Policing Management* describes the radio migration of Daqing Public Security Bureau from analog trunking system to DMR Trunking Pro System. Two of other typical case studies of Hotel industry are also introduced to illustrate our Solution for Hotel.

In harmony with the Corporate 20th Anniversary Events which will be held later in this year, *Hytera Connect* will keep our readers updated with the latest arrangements in the following issues and share the joy together. ©

Solution for Hotel



Give the Best Services

to Your Customers with Efficient Communications

Background

Convenient communication is the fundamental guarantee for the smooth operation of hotels. Hotels used to employ the internal telephone communication system for voice communication. However, with the fast growing of the industry, customers are expecting more for the services. To better respond to the customers' demands and coordinate service resources, more and more hotels turn to radio communications.

Customer Demands

In today's increasingly competitive hotel market, the need for effective communication is even more intense with high requirements on full coverage, non-interference, and clear voice, etc. An effective, easy to use and cost-effective communication system with powerful functions is essential for the hotel to increase work efficiency, optimize task management and ultimately, enhance customer satisfaction, whether it's quickly dispatching the staff to a guest's room, or ensuring catering arrives at the correct time.

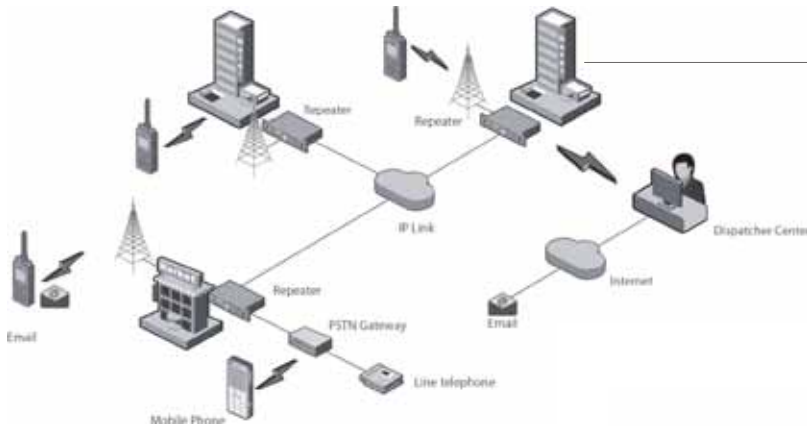
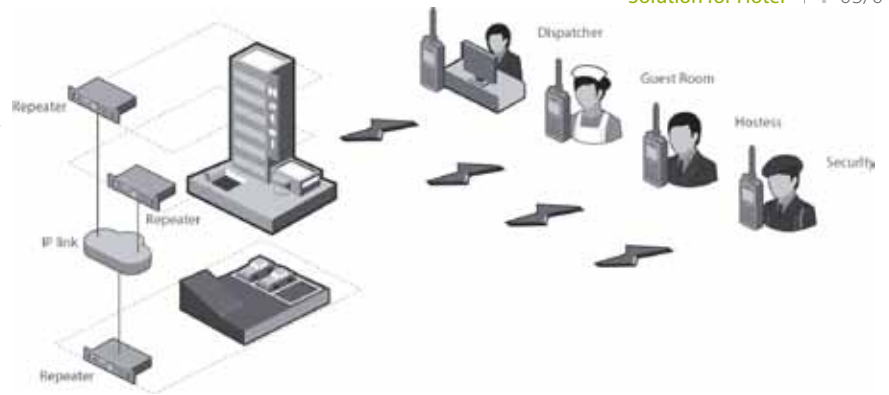
Hytera understands what's underneath the challenges of hotel managements and tailors solutions to help them give best services.



Solutions

• High Rise Hotel

- Repeaters linked by IP network
- SmartDispatch dispatching software
- Voice recording server

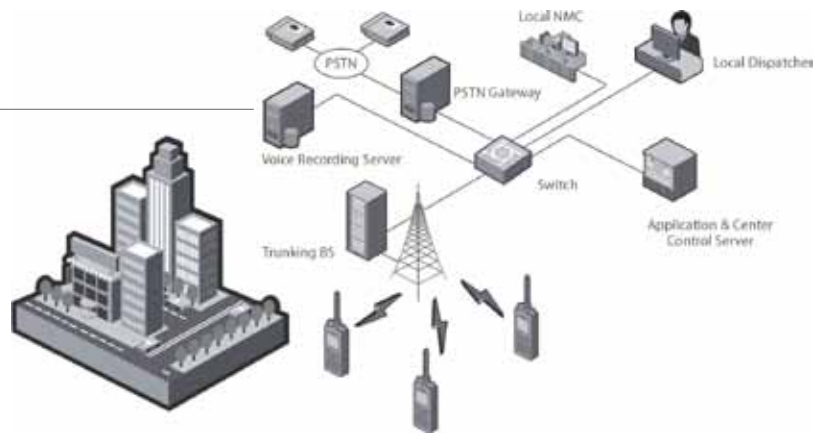


• Hotel Chain

- Repeaters linked by IP network
- SmartDispatch dispatching software
- PSTN gateway

• Luxury Hotel

- All IP architecture & IP Switch
- Trunking base station
- Application & Central Control Server
- Local NMC
- Local dispatcher
- Voice Recording Server
- PSTN Gateway



Benefits

No blind spot

Full coverage with no lapse in underground car park, boiler room, fire exit or any other place hard to be covered by signals achieved with the wireless communications system, ensuring effective communication among all the staff, no matter they work aboveground or underground, in front desk or guest room, or on security patrol.

System can be easily upgraded and expanded

The system is of high scalability and expandability, enabling it to be upgraded easily without affecting other users or systems.

Realize intercommunication between radios, telephones or mobile phones.

The terminal radios can send/receive emails from the hotel office platform.

Cross-region dispatch

Cross-region dispatch allows the dispatcher to dispatch personnel under different base stations or repeaters via IP interconnection.

Excellent security function

Powerful security functions of emergency alarm, man down, radio check, remote monitor and so on.

Versatile voice communication

Available for the dispatching center, including individual call, group call, all call, caller name & time display, and recording, etc.



The dispatching center can manage the terminals remotely with kill/revive functions.

The System can provide customized API, and supports connection to the hotel service system. ©

For more solutions in different industries please visit www.hytera.com

A lush green forest scene with a dense carpet of ferns in the foreground and tall trees in the background. The lighting is bright, suggesting a sunny day. The ferns are various shades of green, with some showing signs of aging or damage. The trees in the background are mostly deciduous with green leaves, and some have hanging moss or lichen. The overall atmosphere is serene and natural.

Case Study

Whinfell Forest Brings Perfect Holiday

with Hytera DMR Radios

User

Whinell Forest

Market segment

Hospitality

Project time

June, 2012

Products

PD78X Portable Radio

MD78X Mobile Radio

RD98X Repeater

Solution features

- Enhanced voice quality and doubled frequency capacity
- Superior robust handsets with IP67 rating
- Smart text message and job dispatching

Background

Center Parcs, a perfect selection of holiday villages, discovers 20 stunning villages throughout Europe and each is set in acres of beautiful forest surrounded by lakes and streams. Whinell Forest is one of these villages in UK. Providing first class facilities like stylish accommodation, restaurants and a wide range of indoor and outdoor activities from badminton to sailing, Whinell Forest has all the essential elements to make the perfect holiday, whether you are looking for a family holiday, activity holiday, short break, weekend break or even a spa break. With 863 lodges in 500 acres of pine forest, the effective communicating and dispatching is very important for 140 staff in daily work, especially on each Monday and Friday, the change-over days, when up to 4000 guests depart and up to 4000 new ones check in.



Challenges

The ageing analog system Whinell Forest used dated back to 14 years ago when the holiday centre opened. One particular problem with it was that staff was unable to communicate adequately at the extremities of the large, sloping site due to the poor radio coverage there with analog system. So the issue was always that the staff was sent to location that was key to operation of the village but couldn't communicate with the supervisor about the status. Under the analog system, the channel was always occupied and there was no spare capacity to handle an emergency call, because all the traffic was coming through in one channel. In order to improve the service, they decided to replace their existing system with following requirements:

1. Full radio coverage in the whole village and superior audio quality;
2. Two voice channels in one frequency and smooth dispatching between supervisor and staff;
3. Superior robust handsets could match the demands of working environment.



Solutions

After examining various options, and conducting some trials, the team chose the Hytera system, to be supplied by Derbyshire-based radio company Zycomm, a distributor of Hytera in the UK. The equipment was installed in June, 2012 with 142 PD78X portable radios, 6 MD78X mobile radios and two RD98X repeaters.

To make effective use of the talk-groups capability, the digital system was based on a pair of DMR repeaters, each of them providing up to two voice channels through its two time-slot. One of them covered kind of emergency services – fire, security and the medical and technical services. The other repeater covered daily operational services such as housekeeping, leisure and food and beverages.



Benefits

Hytera's products and system helped all 140 staff in Whinfell Forest work more relaxed and smarter with their excellent features:

Digital technology

Hytera's advanced DMR technology meant full radio coverage, enhanced voice quality and doubled frequency capacity. The client could arrange the repeaters and frequency properly to handle the daily work, with spare capacity to handle emergency call.

IP67 rating

The tropical-style swimming pool area in Whinfell Forest was quite a harsh environment, with water heated to 30–32 degrees. It was not proper that the lifeguard worried that he's got to disconnect the radio off his belt before diving in. Hytera's robust DMR hand portables, which was IP67 environmentally protected, met the team's requirements well.

Text Message and Job dispatching

The text message and job dispatching applications provided by Hytera application partner Zycomm made the work more efficiently. The staff on the helpdesk could take calls at the same time typing jobs into a system and then send out to the right person. The storeman could receive message like "need a 20 amp fuse, I'll be there in five minutes" and get them ready in advance.

These didn't take up the airwaves. ☺

Voice from customer

"The maintenance guys, particularly, are not the easiest people to please, but they are all loving it. Generally, it's been a big success."

Mr. John Summers, technical services manager.



Whinfell Forest is notable today for the presence of Center Parcs and Red Squirrel reserve. It is the largest of Center Parcs' four UK holiday villages, with accommodation for 4,668 people in 861 units.



Shanghai Fairmont

Management Efficiency Promoted with Hytera DMR Solution



User

Shanghai Fairmount Peace Hotel

Market segment

Hospitality

Project time

April 2010

Products

PD78X Portable Radio

MD78X Mobile Radio

RD98X Repeater

Solution features

- DMR conventional digital communications system of two carriers, four channels
- SMS interconnection between terminals with the mail system of the Hotel's internal office platform
- SMS up to 256 characters
- Superior audio quality of full coverage
- Versatile voice calls, including All call, Group call & Individual call.

Fairmont Peace Hotel

Proud, legendary and elegant, the Fairmont Peace Hotel, overlooking Huangpu River in central Shanghai, cherish a history that overshadows that of any other hotel in the Far East. Restored and reopened in 2010, the Peace Hotel features 270 rooms and suites, offering guests an extraordinary place with unique architecture, expressive decor, magnificent artistry, and top class service in one great location.

Challenges

In daily operation, the Fairmont Peace Hotel found that staffs often missed call instructions in busy hours and forgot to trace back afterwards, so that response was delayed and customers were not satisfied.

For this reason, the Hotel needs to be equipped with radios that are capable of texting & can be interconnected with the existing office platform to ensure timely, accurate and convenient call instruction delivering, and the message can be real-time preserving and viewing. Moreover, instructions are preferred to be delivered quietly (avoid disturbing hotel customers) in order to upgrade the service quality & efficiency.

Knowing that Hytera's DMR series product is powerful and suitable to solve the problems above, Fairmont Peace Hotel invited Hytera engineer to assist. After discussion by both parties, the detailed requirements are as follows:

- A professional digital communication system complying with the global trend to improve management efficiency.
- Very good voice quality when communicating within hotel premises, anywhere, anytime.
- Can choose different voice call types, including All Call, Group Call and Private Call, according to service requirement.
- Develop gateway for wireless interconnection between the SMS communication system and the mail system of the Hotel's internal office platform.



Solutions

Considering the requirements of the Peace Hotel, after analyzing the Hotel's architectural structure, department setting and end user quantity, Hytera provides a DMR conventional solution with two carriers four-channel, which can support up to 200 terminals. The system is divided into several groups, supporting both Private Call and Group Call, making it convenient for management and dispatching. Moreover, the system could support expansion and smooth migration in future.

To meet the needs of data transmission and interconnection with the existing office platform, Hytera develops gateway to connect wireless communications SMS and the mail system of the existing office platform. The system dispatcher can send and receive short messages in both Chinese and English via the mail system with room attendants, and vice versa.

Benefits

After deploying Hytera DMR solution, the Fairmont Peace Hotel gets lots of benefits:

Improved audio quality

With the combined application of narrowband codec and digital error-correction technologies, the DMR solution is capable of ensuring superior voice in noisy environments or at the edge of the coverage area.

Reduced ownership costs

Benefited from the TDMA technology, the system allows twice the channels based on the same spectrum resource. Besides, DMR products are compatible with the analog system, ensuring a smooth analog-to-digital transition in future.

Versatile functionalities

In addition to conventional communication services, now hotel staffs could have access to rich data services and selectable functions such as Message, GPS Dispatching, High-Speed Data Transmission and On-line Notification or Auto Registration.

Reliable terminals

All the Hytera DMR portables are strictly compliant with IP57 standards, ensuring outstanding performance even under harsh environments. And the large-size color display and programmable keys make the operation more convenient.

Secure communication

With the advanced intrinsic encryption of the digital technology, managers can get an enhanced encryption capability, ensuring the confidentiality of every call. ©

🔊 If you would like to share your own case study here, please email to [✉ marketing@hytera.com](mailto:marketing@hytera.com)

Voice from Customer

"With Hytera system & terminals, our feedback time to customers' requests is greatly shorten, and management is getting more visible, every instruction is in control."



Open a DMR Era for Policing Management

Hytera Provided DMR Trunking System to Daqing Public Security Bureau, China

Background

Daqing Public Security Bureau built analog trunking system in 2005, covering five districts and four counties. With the increasing frequency of natural disasters and public emergencies, the analog system could no longer meet their higher requirements like emergency command and dispatching, and efficient management of police resources.

In order to improve the police trunking communication system, enhance visualized command capability, and quicken joint action and emergency response, Daqing Public Security Bureau decided to upgrade the communications system with Hytera 350M DS-6210 DMR digital trunking system in 2012.

Customer Demands

Besides poor audio quality, the existing analog system could not support many advanced operation requirements like visualized dispatching, whole network voice recording and alarm analyzing, which restricted the work of police.

User

Daqing Public Security Bureau of Heilongjiang Province

Industry segment

Public security

Project time

2012

Products

24 DS-6210 DMR Trunking Base Station

4050 PD78X/PD78XGIIIB Portable Radio

1120 MD78XG Mobile Radio





Solutions

Fully understand the customer demands in daily operation and emergencies, Hytera offered the following solutions:

1. Hytera provided Daqing Public Security Bureau DS-6210 DMR digital trunking system. 24 base stations were connected via IP linking with MSO to establish entire communication network.
2. The system provided many advanced applications like dispatching, network management, PSTN, and whole network voice recording to meet the customer's new demands.
3. Digital trunking system terminal was featured with GPS positioning function. Scene location information could be sent to the command center to realize visualized command.
4. With over 5000 mobile terminals, the command center can achieve real-time monitoring of end-users' duty status through visualized dispatching and SMS Alarming functions.
5. Through DMR-MPT wired gateway, the newly built digital system could be connected to the original analog MPT system.

Technology Highlights

1. Digital base station was built at the same location with analog base station to realize digital-to-analog system interoperability through wired internet.
2. Support remote upgrade, easy to maintain and repair.
3. GPS high-speed data upload. Support 1000 positioning data upload per minute.
4. Intelligently distribute channel with digital trunking system in a wide range of group call. Only assign channel to specific base station in which group subscribers exist, which greatly improves the channel utilization.
5. Visualized dispatching and SMS alarming. With GPS positioning function, the system can automatically send alarm analysis to end users, achieving rapid and correct information delivery.
6. Access safely to the public security network to realize system management and dispatching. Allocate resources of remote management and dispatching terminal through the network.
7. Featured with alarm analysis and intelligent management, the command center can visualize and analyze the overall incident and allocate police force more efficiently.
8. With patented cross-zone handover technology, the call will not be interrupted even in the fast marching fleet. ☺



News

- Hytera DMR Radios Support the WORLD POLICE & FIRE GAMES 2013
- Hytera Two-way Radios Support ASEAN Taekwondo Championship Myanmar
- Hytera Supports Earthquake Relief in Ya'an China
- Hytera Mobilfunk Awarded with Foreign Trade Award
- Energy Supplier Mark-E Commissions the First Hytera DMR Tier III Radio System in Germany
- Hytera Mobilfunk Expands the TETRA Radio System of the Security Authorities in Macedonia
- New CEO at Hytera Mobilfunk GmbH
- Hytera Mobilfunk Awarded to Integrate TETRA Radio System and Services for Project Marmaray

Hytera DMR Radios Support the WORLD POLICE & FIRE GAMES 2013

From the 1st to the 10th of August, the WORLD POLICE & FIRE GAMES (WPF) 2013, the third largest international multi-sport event in the world, will be held in Belfast, Northern Ireland. The Games will include 56 sports at 42 venues across Northern Ireland, and is likely to attract 10,000 competitors from more than 70 countries.

Hytera UK, together with its Northern Ireland partner Patterson Electronics, are official sponsors and an official provider of professional communication solutions. To ensure the success and smooth running of the event, the organiser will distribute more than 250 PD70X DMR portable two-way radios among the staff that will take care of venue operations and security.

Since launched in 2010, Hytera DMR products and solutions have supported many major sporting events worldwide, including America's Cup, Euro Cup, French Open, and China Open. DMR is proven to be right solution for both indoor and outdoor sports. ©

Hytera Two-way Radios Support ASEAN Taekwondo Championship Myanmar

From May 9 to 12, the 11th ASEAN Taekwondo Championship was held at Naypyidaw, Myanmar. As a rehearsal for the 27th Southeast Asian Games, which will be held in Naypyidaw December this year, the event attracted top Taekwondo teams from 11 ASEAN countries.

As one of the major radio communication providers in Myanmar, Hytera offered radio communication support to the Championship. TC580 portable radios and RD98X DMR repeaters were deployed for both events organization and the committee coordination. The users highly recognized the crisp voice

and seamless signal coverage of Hytera products as communication in and outside of stadiums is always a challenge. ©

Hytera Supports Earthquake Relief in Ya'an China



On-site equipment configuration by Hytera engineer

On April 20, 2013, a 7.0-magnitude earthquake struck Ya'an, Sichuan province, China. Hundreds of people have lost their families in this severe earthquake, and thousands of others seriously injured. In the immediate aftermath of the earthquake, Hytera deployed emergency communications equipments including DMR digital portable radios, repeaters and dispatching systems to the earthquake-stricken areas. A team of engineers was also dispatched to Lushan County, the worst-hit area, for communications support.

When the earthquake struck, the public communications network was seriously damaged, bringing great difficulties to the rescue efforts. To support the earthquake relief in Lushan, Hytera engineers shipped and installed the emergency communications equipments there throughout the night. The rescue teams were connected via the communications system, and could transmit on-site images to the command center for better deployment. Hytera DMR portable radios and repeaters were also deployed in other counties of Ya'an at the same day, providing smooth communication to the rescue efforts.

In addition to rescue efforts in the earthquake-stricken areas, the transportation of disaster relief supplies was also of great importance to the earthquake relief. Hytera offered communications support to the railway bureaus together with our partner in Sichuan, ensuring timely supplies transportation and distribution. ©

Hytera Mobilfunk Awarded with Foreign Trade Award



Mr. Matthias Klausung accepted the Foreign Trade Award on behalf of Hytera Mobilfunk

Hytera Mobilfunk GmbH was awarded with the 4th Lower Saxony Foreign Trade Award in the category "Small and medium enterprises" and has won through against 50 other candidates. The award ceremony was held by the Lower Saxony Minister of Economics, Labour and Transport, Olaf Lies at the Niedersachsen Foreign Trade Day at HANNOVER MESSE 2013 on 9th April 2013.

"The prize reflects the confidence of our customers and this is a key reference for the acquisition of future projects", says Matthias Klausung, CEO & President of Hytera Mobilfunk GmbH.

As a global provider of solutions and products for professional mobile radio (PMR), the company has become a leading manufacturer in the world market. Hytera Mobilfunk GmbH has carried out numerous installations of its wireless technology developed in Germany with customers in nearly 40 countries on five continents. The export share of the company in 2012 was at 81%. The technology supplier convinced the jury particularly through the enormous increase in the share of exports, innovative products, customized solutions and its globally-oriented business strategy. ©

Energy Supplier Mark-E Commissions the First Hytera DMR Tier III Radio System in Germany

In February 2013, the energy supplier Mark-E has commissioned the first DMR Tier III trunked radio system supplied by Hytera Mobilfunk GmbH in Germany. Mark-E as a subsidiary of the Hagen-based ENERVIE Group with over 300,000 customers, is one of the largest energy suppliers in the state of North Rhine-Westphalia.

DMR (digital mobile radio) is a new digital radio standard for professional radio applications and has been specially tailored to the requirements of energy suppliers, transport companies and industries. The use of modern digital processes for voice and data transfer makes DMR particularly well suited as a successor to analog private mobile radio systems, and it also helps mitigate the effects of an increasing shortage of frequencies in this frequency band.



The scope of the project for Mark-E includes nine DMR base stations, two switching nodes connected to the telephone network, network management, a dispatcher system and over 80 mobiles for installation in vehicles and handheld radios. On 19th November 2012, the system was set to test mode; once the test phase has been completed, operation will commence and it will completely supersede Mark-E's analog private mobile radio system. ©

Hytera Mobilfunk Expands the TETRA Radio System of the Security Authorities in Macedonia

This February, Hytera Mobilfunk GmbH expands the existing TETRA radio system in Macedonia. Back to 2008, Hytera Mobilfunk GmbH delivered the TETRA radio system for the security authorities in Macedonia in 2008 together with the partner Nokia Siemens Networks (NSN), then still under the name of "Rohde & Schwarz Professional Mobile Radio GmbH". The first installation of the network comprised 42 base stations, redundant exchange nodes and network management features as well as control centre technology made by NSN. In 2012, Hytera Mobilfunk

GmbH was awarded the contract to expand the network which comprises 26 TETRA base stations of the type DIB-500 R4.1, a completely IP-based TETRA exchange IP Node as well as workstation computers to administrate the radio system. In addition, the existing control centers were modernized and provided with new features (GIS/AVL). With ACCESSNET-T IP, the new network constituents are completely networked with each other via a completely IP-based network.

The project handling division of Hytera Mobilfunk was able to implement the installation of the network as well as the integration of the new network elements at the end of 2012, thus beating the customer's schedule by two months. Apart from delivering the TETRA infrastructure, Hytera Mobilfunk GmbH was also responsible for rendering the entire location fit for the expansion (mast, service room). ©

New CEO at Hytera Mobilfunk GmbH

Dipl.-Ing. Matthias Klausung is the new CEO of Hytera Mobilfunk GmbH. As the successor of Dr. Georg Haubs who left the company for private reasons, he took on the corporate management on November 1, 2012. Matthias Klausung started his career with Hytera Mobilfunk GmbH (previously known as Rohde & Schwarz Professional Mobile Radio GmbH or R&S BICK Mobilfunk GmbH) in 1995. He was significantly involved in the development of the ACCESSNET-T IP TETRA system and was appointed vice president Research & Development in August 2008. Matthias Klausung is a declared industry insider and very familiar with the market of the professional mobile radio due to his many years of professional experience.

His predecessor Dr. Georg Haubs took on the company management as a successor of the company founder Heinz Bick in 2007.

"Apart from his function as the manager of the Research & Development department, Matthias Klausung was decisively involved in the creation of an effective product management and lately also in restructuring the project handling. I am pleased to be able to hand over the management to an internal successor who is highly qualified and experienced. From my work with Matthias Klausung I know that the company will be well looked after." Says Dr. Georg Haubs. ©



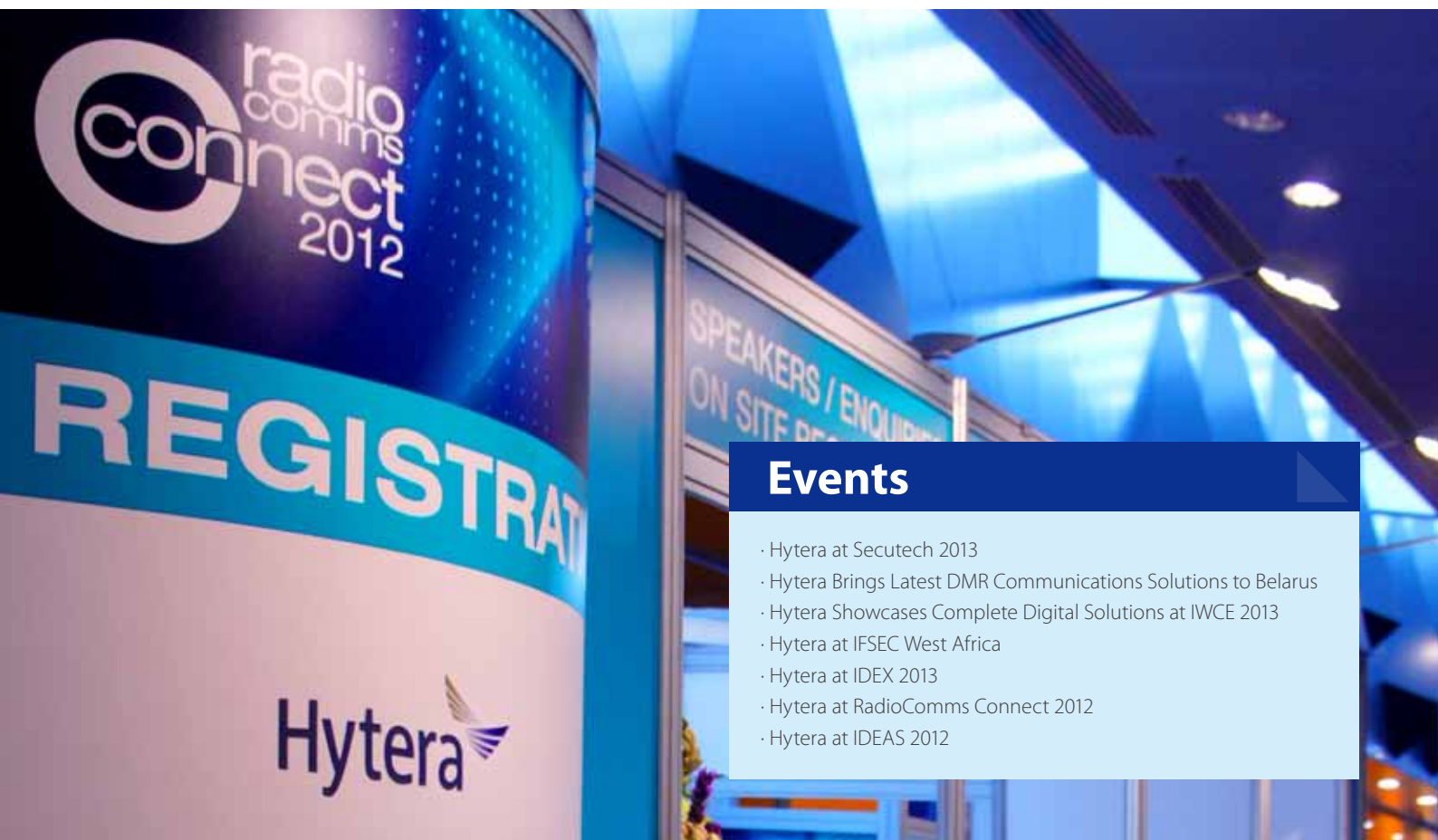
Dipl.-Ing. Matthias Klausung, CEO of HMF

Hytera Mobilfunk Awarded to Integrate TETRA Radio System and Services for Project Marmaray

In the end of 2012, Hytera Mobilfunk GmbH in cooperation with SISTEMA S.A. was awarded to deliver a secure mobile radio network based on TETRA to THALES SPAIN who has been awarded for the engineering part of the trains in the project Marmaray. Project Marmaray is a rail-based transportation project in Istanbul, Turkey. The project includes the creation of an undersea rail tunnel under the Bosphorus strait as well as the renewal of rail lines along the Sea of Marmara from Halkali in Europe to Gebze in Asia. The name Marmaray is a made-up word combining the Sea of Marmara with ray, the Turkish word for rail.

The Marmaray TETRA system includes Hytera Mobilfunk's TETRA trunked radio infrastructure together with train on-board units, which will be integrated by Sistema SA in collaboration with Hytera Mobilfunk GmbH. The TETRA infrastructure from Hytera Mobilfunk GmbH includes 14 base stations, 2 centralized IP Nodes for switching and connection to applications, and a comprehensive Network Management System (NMS).

110 on-board units, 60 PT580H portable TETRA radios, integration services with other railway subsystems as well as roll-out services are scope of work of Hytera Mobilfunk GmbH. ©



Events

- Hytera at Secutech 2013
- Hytera Brings Latest DMR Communications Solutions to Belarus
- Hytera Showcases Complete Digital Solutions at IWCE 2013
- Hytera at IFSEC West Africa
- Hytera at IDEX 2013
- Hytera at RadioComms Connect 2012
- Hytera at IDEAS 2012

Hytera at Secutech 2013



Hytera stand at Secutech 2013

From April 24th to 26th, Secutech 2013, Asia's top international security expo, was held at Taipei Nangang Exhibition Center, Taiwan, attracting 25,807 visitors from 100 countries and regions. Hytera was present at this event and showcased complete DMR & TETRA solutions to security professionals around the world.

During the expo, industry users from Taiwan, Russia, India, Singapore, Malaysia, Hong Kong, Mexico and other countries visited Hytera stand and got hands on with Hytera digital communications products, including DMR Tier III trunking system, portable repeater, covert radio, intrinsically safe radio, and dispatching and recording applications.

Among the showcased products, the newly released Hytera DMR Trunking Lite (DS-6211) was highlighted. The system is based on RD98XS transceivers to realize system upgrade from analog conventional to digital conventional, and to digital trunking, bringing optimized system performance and operation efficiency with lower infrastructure costs. The Portable Emergency Communications System with video transmission, which had played an important role in emergencies including the latest Ya'an earthquake relief, also attracted wide attention from visitors. They watched the on-site system demo with great interest and actively discussed with the engineer to learn more about the specifications and details. ©

Hytera Brings Latest DMR Communications Solutions to Belarus



CTO of Professional Radio Systems introduced Hytera DMR Tier III trunking solution to end-users

On April 17th, over 40 professional users from government, transportation and energy industries attended Hytera End-user Seminar held at Minsk, Belarus. Co-hosted by Hytera partner in Belarus Professional Radio Systems, it is the first End-user Seminar in Belarus for the introduction of Hytera DMR products and solutions.

The Seminar consisted of two workshops, one for DMR Tier III trunking solution, the other for DMR SmartDispatch dispatching solution. During the workshops, Hytera showcased complete DMR trunking and dispatching solutions, including terminal equipments, networking solutions, applications and

case studies, and implemented on-site product demonstrations to let the end-users experienced real communication excellence with Hytera products. The participants were greatly impressed by the superior performance, powerful functions and flexible networking of both solutions, and were actively to know more during the discussion sessions.

The seminar offers a good chance for Hytera to know more about end-users' demands and facilitates its DMR solutions promotion in Belarus. ©

Hytera Showcases Complete Digital Solutions at IWCE 2013

Introducing the newly released Hytera DMR Trunking Pro and Hytera DMR Trunking Lite



From March 13rd to 14th, the 2013 International Wireless Communications Expo (IWCE), the authoritative annual event for communications technology in the working world, was held at Las Vegas Convention Center, the USA. Over 330 exhibitors and 7,500 industry professionals gathered together at this year's event to see the latest in effective and efficient communications systems. Present as a premier partner, Hytera showcased complete digital communications solutions at IWCE 2013.

Hytera introduced Hytera DMR Trunking Pro and Hytera DMR Trunking Lite at the exhibition. These newly released systems inherit all the market-leading attributes of Hytera's existing DMR Tier III trunking system while focusing on different vertical markets.



Besides DMR Tier III Trunking systems, Hytera also unveils new terminal members in the DMR family: X1p full-power Keypad portable radio and MD78X full-duplex mobile radio. X1p is an ultra-thin full power keypad radio with a body of 21mm thin. It combines the benefits of DMR technology with innovative design and convenient operation, and can operate in both conventional and trunking modes. Utilizing TDMA two time-slot technology, MD78X full-duplex mobile radio realizes simultaneous two-way voice communication, and there is no need to push the PTT during calls. It can operate in both half-duplex and full-duplex modes.



Hytera DS-6210 DMR Trunking Pro system is an enhanced trunking system with emphasis on communication security and system reliability, fully meeting requirements of public safety and public service users. It adopts combined control mechanism (distributed & centralized), modular design and multi-level fault-tolerant capability for enhanced reliability and efficiency.

The dual-MSO architecture and hardware module redundancy further guarantee stable system operation. High communication confidentiality can also be achieved by end-to-end encryption, which supports various encryption algorithms, the cipher key could extend to 256 bits. Moreover, the system supports full-network recording, full-duplex communication, PSTN connect and various dispatching applications.

Hytera DS-6211 DMR Trunking Lite system is a new digital trunking system for industry users. The system is based on RD98XS transceivers, realizing system upgrade from analog conventional to digital conventional, and to digital trunking. Flexible network structure, powerful functions & various applications, the system brings you optimized system performance and operation efficiency with lower infrastructure costs. ©



Hytera at IFSEC West Africa

From March 3rd to 5th, IFSEC West Africa, a world-class Commercial Security, Homeland Security, Fire and Safety Exhibition was taking place at the EKO Convention Centre in Lagos. Hytera brought to this prominent event complete digital communications solutions, including DMR, TETRA and audio/video transmission systems.

This is the first time for Hytera to showcase its digital communications solutions in Nigeria, drawing wide interests from industry professionals, end users as well as local media. Lagos Police Commissioner and Lagos Army Chief visited Hytera stand and highly recognized the powerful functions and refined design of Hytera X1p DMR ultra-thin full-power keypad radio.



Special representative of Governor of Lagos State visited Hytera stand



Hytera stand at IFSEC

With continuous technology development and improved applications, Hytera is devoted to providing Nigerian customers with more tailored and valuable professional wireless communications solutions, forwarding the digital migration in communications of Nigeria. ©

Hytera at IDEX 2013

From February 17th to 21st, IDEX (International Defence Exhibition and Conference) 2013 was held in Abu Dhabi, the UAE. As the most strategically important defence exhibition in the world, the event is held under the patronage of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the UAE and Supreme Commander of the UAE Armed Forces. As a key wireless communications solution provider, Hytera brought complete digital communications solutions to IDEX 2013.



Hytera stand at IDEX

On IDEX 2013, Hytera introduced the latest wireless technologies and products to the specifically targeted audience. During the five days of exhibition, Hytera showcased full DMR and TETRA digital solutions, including

portable radio, mobile radio and base station. Hytera DMR terminals, distinguished by the tailored Arabic UI display, attracted wide attentions from industry professionals, especially for X1p, the ultra-thin full-power

keypad radio. Officials from the UAE, Saudi Arabia, Iraq and other countries visited Hytera stand, and highly recognized Hytera's efforts in digital communications innovation. ©



Professional users visited Hytera stand



Hytera engineer introduced DMR Tier III trunking system

Hytera at RadioComms Connect 2012

From December 4th to 5th, RadioComms Connect 2012, a pre-eminent event for wireless communications in Oceania, was held in Melbourne, Australia, attracting over 600 participants from utilities, transport, mining and public safety sectors. Hytera attended the event as a platinum sponsor.

As a key player in the global PMR market, Hytera delivered complete digital solutions to RadioComms Connect and shared its vision with industry professionals during the conference session. Since launched in 2010, Hytera digital solutions, both DMR Tier II & Tier III solutions, win increasing recognition from professional users in Australia for their

excellent performance, reliable quality and customized solution. The newly introduced DMR intrinsically safe radio PD79X Ex and DMR portable repeater RD96X were also highlighted in the event, drawing wide attention from participants and industry media. ©

Hytera at IDEAS 2012

IDEAS 2012, the biennial International Defence Exhibition and Seminar was held during November 7th - 11st at Expo Center, Karachi, Pakistan and attracted approximately 80 delegations and 200 companies worldwide. Pakistan Prime Minister Ashraf, the Chairman

of the Joint Chiefs of staff, as well as Chiefs of Navy and Air Force also visited the exhibition.

During the event, Hytera showcased innovative Video Transmission System and full DMR and TETRA digital solutions including

portable radio, mobile radio and base station, attracting wide attentions from industry professionals. Officers from Pakistan Navy, Air Force, Army, and government officials from other countries like Ukraine and Tajikistan visited Hytera stand and highly recognized its achievements in digital innovation.



Officers from Pakistan Air Force visited Hytera stand

Hytera TS-6800 Video Transmission System, distinguished by its innovative design, full interoperability and versatile functions, came to be one of the highlighted products in the exhibition. Public Safety professionals were especially impressed by its two-in-one solution, which can support not only video transmission but also a full range of voice services including conventional call, trunking call, cellphone call and telephone call, and demanded for demonstration and prototype test to see how this could help in their missions. ©

Hytera TETRA Micro Site is Now Online!

Discover the Most Trusted Technology by Mission Critical Users

As a core member of TCCA, Hytera is the 1st to develop TETRA product in China. The acquisition of Rohde & Schwarz Professional Mobile Radio GmbH (now Hytera Mobilfunk, top 5 TETRA system supplier in the world with over 20 years' experience in the field) in 2011 and Fjord-e-design (global leading provider of TETRA and TEDS protocol stack software for radio terminals & infrastructure) in 2012 further strengthen our competition edge in TETRA field, enabling Hytera to be one of the few suppliers worldwide that can offer complete TETRA solutions.

In order to better promote TETRA technology, Hytera set up a new platform –TETRA micro site. The micro site is divided into 5 sections: Technology, Product, Solution, Reference, and Service, which allows visitors to gain a more comprehensive knowledge of TETRA technology and what Hytera and its TETRA team have achieved.

Visit tetra.hytera.com now to find out more!

The TETRA micro site is available for our partners to embed in their official websites, please contact your regional marketing manager for TETRA website toolkit which shall facilitate your business.



Hytera in the News

Mine Comms-Maintaining Contact
Radiocomms, the leading Oceanian magazine that provides busy two-way radio professionals with an easy-to-use, readily available source of information and insight, gives a full view of how Nantou Zinc Mine in Burkina Faso, West Africa, improves security communication with Hytera DMR digital solution.



DMR System for Sydney Green High-rise
Radiocomms, the leading Oceanian magazine that provides busy two-way radio professionals with an easy-to-use, readily available source of information and insight, looks into how Hytera DMR solution helps MSS Security, Australia's largest security company, in their security task at Governor Philip Tower in Sydney CBD.

Digital Radio System Provides Location Services to Nowra Bus Fleet
Radiocomms, the leading Oceanian magazine that provides busy two-way radio professionals with an easy-to-use, readily available source of information and insight, gives detail account on how Hytera DMR solution helps Nowra Coaches Group to provide excellent transport services on Australia's East coast.

Turkish Intelligence Department Deploys Hytera DMR Covert Radios
RadioResource, the leading US magazine that delivers wireless voice and data solutions for mobile and mission-critical operations, reports on Turkish National Police Intelligence Department's deployment of Hytera DMR digital covert radio X1e.

Klausing Named CEO of Hytera Mobilfunk
RadioResource, the leading US magazine that delivers wireless voice and data solutions for mobile and mission-critical operations, reports on the appointment of Hytera Mobilfunk's new CEO Matthias Klausing.

German Energy Supplier Deploys DMR Tier 3 from Hytera
RadioResource, the leading US magazine that delivers wireless voice and data solutions for mobile and mission-critical operations, reports on Hytera DMR Tier 3 trunking solution for Mark-E, one of the largest energy suppliers in the state of North Rhine-Westphalia, Germany.

Hytera Wins Foreign Trade Award in Germany
RadioResource, the leading US magazine that delivers wireless voice and data solutions for mobile and mission-critical operations, reports on the award of the fourth Lower Saxony Foreign Trade Award to Hytera Mobilfunk.

Hytera Completes DMR Tier III IOP Test with Harris Corporation
Wireless, the leading UK magazine for wireless communications professionals, reports on the successful completion of DMR Tier III IOP test between Hytera and Harris Corporation.

Hytera Supports Earthquake Relief in Ya'an China
Wireless, the leading UK magazine for wireless communications professionals, reports on Hytera's emergency communications support to Ya'an China following a 7.0-magnitude earthquake.

Hytera Mobilfunk Expands Macedonia's TETRA Radio System
Wireless, the leading UK magazine for wireless communications professionals, gives detail account on Hytera to expand the existing TETRA radio system in Macedonia. The network is used by the Macedonian security authorities for public safety.



Find it interesting and want to read more Hytera news from media?

Visit www.hytera.com and find Hytera in the News at About us.

Hytera DMR Trunking Pro

The Most Complete DMR Trunking Portfolio



Developed from ETSI DMR open standard, Hytera DMR Trunking Pro is an IP-based Digital Trunked System Infrastructure specifically designed to provide mission critical voice, dispatching and management capacity across various geographic areas. It supports networks of different coverage areas, including regional networks such as single-site network, or multiple-site nationwide networks.

MD78X
The world's first full duplex DMR Trunking mobile radio

X1e/X1p
The world's smallest full power DMR Trunking portable terminal

End-Users can benefit from

1

Smooth migration from analog to digital system.

2

Superior System Reliability with multi-level fault-tolerant capability and MSO Supports geography redundancy.

3

Flexible networking due to the IP-based architecture.

4

Powerful Dispatching Function with all voice call, text message, PSTN Call and AVL.

5

Increased portability by blade design of base station, enhanced receive sensitivity by 3 diversity receiving and flexible customization by modular design.

6

Versatile Service with Mobility management services, Voice services, data services, security services and advanced services.

MD78X/78XG,

the World's First Full-Duplex DMR Trunking Mobile Radio

Enables Reliable Operation in Either Analog or Digital Mode



MD78X/78XG (MD78XG is with GPS) features ergonomic design, all-round digital functions and reliable performance to increase your management efficiency and enable you to mobilize and connect your people in moments that matter. It is compatible with the prevalent analog system, ensuring a smooth analog-to-digital transition.

With MD78X/78XG you can realize:

Secured Communication

Highest security level of MD78X/78XG trunking duplex mobile radio can be supported by the ESN check, authentication and 256 bits digital encryption features of DMR technology.

Versatile Services

In addition to trunking voice communication services, MD78XG trunking duplex mobile radio features rich data services, security services and other advanced services, such as handover/roaming, GPS, Emergency call, interrupt / override, DGNA, ESN Check, authentication, stun/revive, kill, end-to-end encryption and High-speed Data Transmission.

Full-duplex communication

Realize simultaneous two-way voice communication by utilizing TDMA Two Time-slot technology. And there is no need to push the PTT during calls. Full-duplex call can achieve the same quality as phone call.

Further Development Port

The reserved front and rear port in MD78XG trunking duplex mobile radio allows users or any third party partner to further develop other useful applications to extend the radio functionalities! ©

Please visit dmr.hytera.com to learn more about Hytera DMR Solutions.



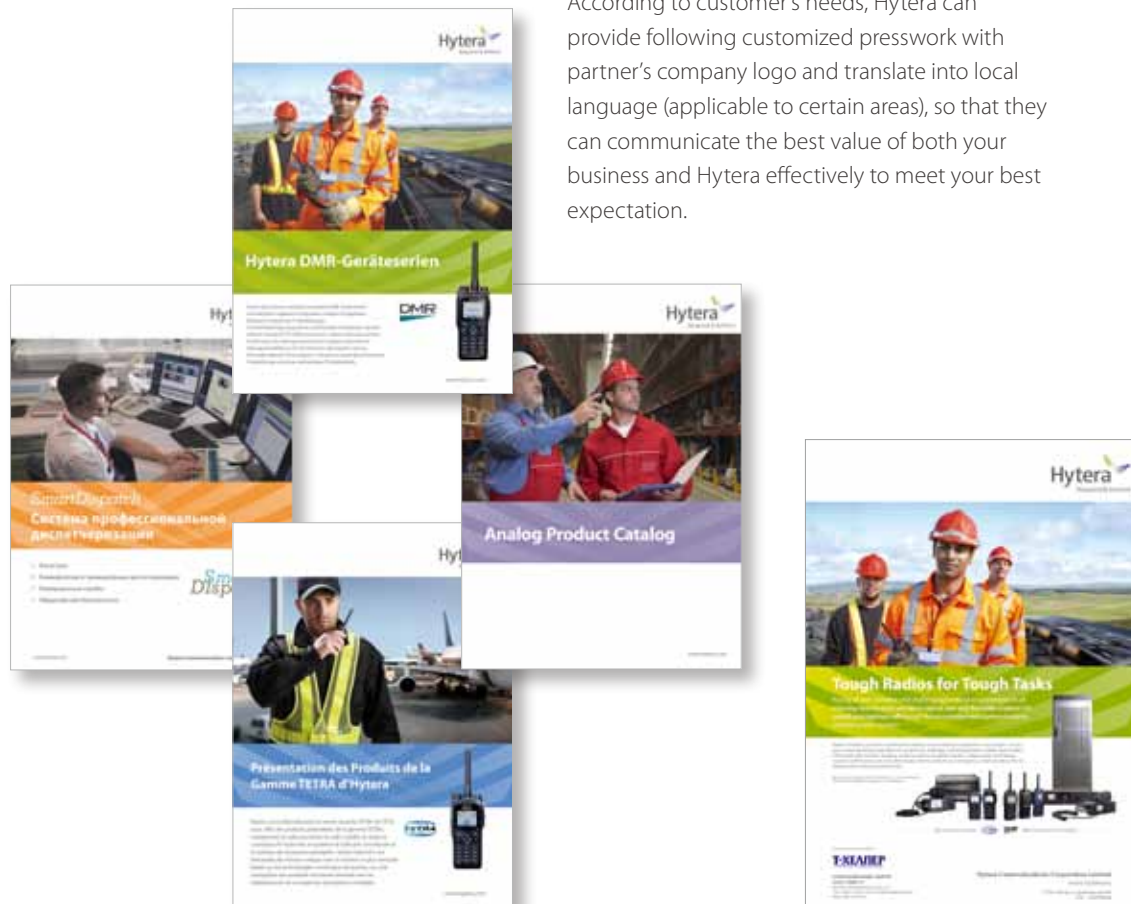
Customized Marketing Materials

for Better Promotional Effect

To support our authorized distributors & dealers, Hytera provides a range of customized marketing materials including brochures, catalogs, posters, pull-ups, advertisements, and movable stand kits etc. in different languages.

Customized brochures/ catalogs/ posters & pull-ups

According to customer's needs, Hytera can provide following customized presswork with partner's company logo and translate into local language (applicable to certain areas), so that they can communicate the best value of both your business and Hytera effectively to meet your best expectation.





Customized advertisements

The continuity of advertisements can help intensify the impression of audiences to the products advertised; therefore enhance the trust in brands. Hytera is willing to share our corporate ad templates based on unified design codes. To support our dealers to advertise on magazines, an experienced design team could help design the advert and guide the dealers to use Hytera logos and images correctly under authorization.



Office decorations

The appearance of offices would leave your visitors and potential clients the first image of your company. In cooperation with partners, Hytera's marketing team offers helps on design and decoration of your store & office to create positive corporate image of your business. ©




☎ To customize your own marketing materials, please contact your regional marketing manager.

Event Calendar




Critical Communications World
21-24 May
Paris, France
www.criticalcommunicationsworld.com

Hope to see you at those events!

 To catch up with our latest events planning please visit hytera.com and find Event Calendar at Marketing


Critical Communications - Latin America
1-3 July
Sao Paulo, Brazil
criticalcommunications-latam.com

Contacts

Hytera Communications Co., Ltd.

Mr. Dylan Liu
Dylan.liu@hytera.com

Hytera America, Inc.

Mr. Nicholas Bacigalupi
Nicholas.Bacigalupi@hytera.us

Ms. Yenny Passanante
Yenny.Passanante@hytera.us

Hytera Mobilfunk GmbH

Mr. Markus Oltmanns
Markus.Oltmanns@hytera.de

Hytera Communication (UK) Co., Ltd.

Ms. Carol Ma
Carol.ma@hyterauk.co.uk



Feedback



Please share your opinions or suggestions with us by contacting

✉ marketing@hytera.com

Thank you for your feedback!

With World's 1st DMR Tier III Trunking System

They are creating History & Value

Who are they?

Exit & Entry Administration, a Chinese public safety organization, ran world's 1st in 2009

Celosa, a Guatemala operator, ran Latin America's 1st in 2011

Marcus Communications, an American operator, ran North America's 1st in 2011

Mark E, a German energy service provider, ran Europe's 1st in 2012

Telco, a Russian operator, ran Russia's 1st in 2012

HASCO, a world's leading airport service provider, ran Hong Kong's 1st in 2012

—
And you!

