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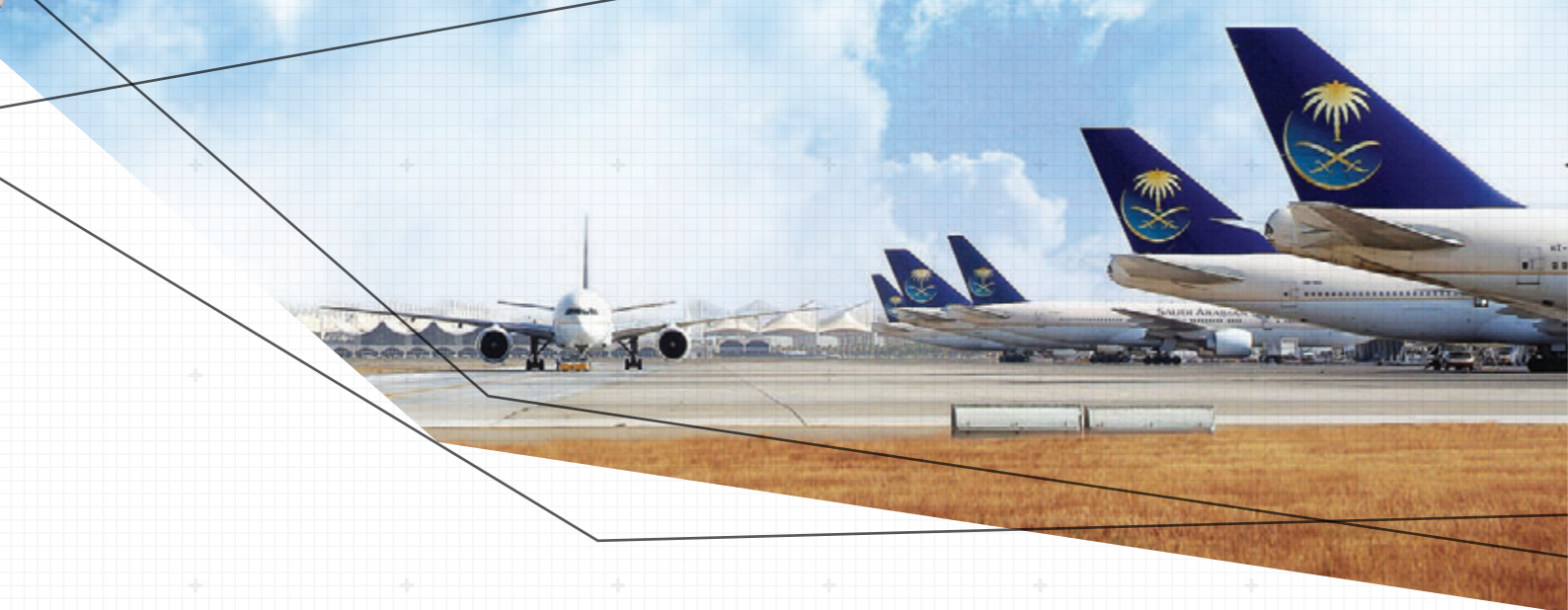
Twenty years that impress



- Digital migration radios
- Stories shared by **Hytera's** International partners

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Twenty years that impress



Qingzhou Chen
President and CEO of Hytera

Welcoming his international guests to Hytera's 20th Anniversary celebrations in Shenzhen, China, Qingzhou Chen, the company's president and chief executive, looked both back and ahead

I am very honoured to have your presence at the PMR Industry Forum out of your busy schedules.

This forum is not only a great opportunity to share the latest insights of the industry, but also a significant session of Hytera's 20th Anniversary Ceremony. Representing all Hytera people, I would like to extend our warmest welcome to everyone present here today.

The PMR industry has witnessed tremendous changes in the past 20

years, no matter the migration from analogue to digital, the emergence of new communication protocols and competition among them, or the new landscape of manufacturing and solution availability in a global perspective. It's 20 years that impress, and you are part of it.

Today at this forum, we are going to discuss the trends in PMR industry and hopefully boost its growth by sharing our information, experience and insight.

It's very exciting to have this opportunity to share the joy of Hytera's 20-year progress, as well as discuss future plans with so many industry insiders, partners and customers. Here I would like to thank you all for your support and trust in the past 20 years, and I am grateful to have you here with us.

I hope that Hytera and the stakeholders of the industry will continue the win-win partnership with trust in each other, and share a better and brighter future in PMR industry. Thank you!

Qingzhou Chen opens the PMR Forum in Shenzhen in October 2013; and (below, left) cuts a birthday cake with the aid of some guests



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Hytera's footprints in time

Highlighting some milestones along the company's 20-year journey

1993



Laying the foundations

Shenzhen HYT Science & Technology Co Ltd is founded by Qingzhou Chen in Shenzhen, hub of China's burgeoning electronics industry

2003



Establishing a position on the international stage

HYT becomes a member of the TETRA and Critical Communications Association

2005-06



Putting down roots around the world

Subsidiaries set up in the US and UK. In March 2012, a new UK headquarters in Slough is opened by the Duke of York. Seen with him is Qingzhou Chen, president and chief executive of Hytera

2010



A new name, a new look, new digital ambitions

The name Hytera is launched as the new corporate brand and trademark for the company's digital radios, marking the beginning of a new era

2012-13



Success in sales and a major acquisition

Hytera now ranks second in the global mobile radio terminal market, according to IMS Research. It completes the acquisition of Rohde & Schwarz PMR in Europe and renames it Hytera Mobilfunk GmbH

2013



Looking back over two decades, looking ahead to the next two

Hytera celebrates its 20th anniversary in Shenzhen, China, in the company of hundreds of global partners

Products

Making its debut on the airwaves

HYT launches its first radio product. The C160 two-way radio marks the first radio ever developed by Chinese enterprise



1995

Meeting the needs of the home market

HYT introduces the first two-way radio available with a Chinese display, TC3600



2004

Radio for mission critical use

TC-890GM multi-mode PGIS portable radio placed on the authorized terminal list by the Ministry of Public Security of China



2010

New handportables for specialist users

Covert digital radio terminal by Hytera, as slim and pocketable as the iPhone seen beside it



2012

Product innovations to celebrate an anniversary year

Among numerous new products announced in the company's 20th birthday year, Hytera launches a new-generation TETRA TEDS base station which meets TETRA 2 specifications



2013

Events

Twenty years in mobile radio

At Hytera's recent birthday celebrations in Shenzhen, a packed programme of presentations and visits gave the company's business partners fresh insights into radio's present and future

Simultaneous translation was provided during the presentations

In Chinese numerology, 20 is a neat, round number. In life it is a significant milestone, like a 21st birthday is in the West. And so, to mark its 20th anniversary in mobile radio manufacturing, Hytera – founded in 1993 – invited more than 600 guests from 50 countries to its home city of Shenzhen, China, in October to participate in three days of celebration.

On a crowded timetable were conference sessions, a global partner summit, technical workshops, networking opportunities, visits to the company's headquarters and a tour of its modern factory, glimpses of many new products, two banquets, the cutting of a huge birthday cake, entertainments which included traditional Chinese music and dancing, and the presentation of golden commemorative trophies to key business partners from around the world.

The event opened with a PMR Industry Forum, at which industry experts shared insights into PMR and the next stages of its growth. "It is my great honour to have you



to visit the 20th anniversary of Hytera and the PMR Industry Forum", said Qingzhou Chen, president of Hytera, welcoming his guests to the opening session. "Today here we celebrate the achievements that we have made and look into the future of PMR development. We hope that by sharing and communication we can promote the long-term development of this industry."

Speakers during the morning included Thomas Lynch of the market analysts IHS, Qingsheng Jiang, board chairman of the



Professional Digital Trunking Association (PDT is China's home-grown digital trunking protocol) and Phil Kidner, chief executive of the TETRA and Critical Communications Association, who discussed recent trends and future prospects in the various private mobile radio technologies.

Today's global PMR user base of some 42 million is already taking up digital technologies rapidly, Mr Lynch said. IHS's forecasting indicated that the changeover will be half complete in five years' time and that DMR will account for a large part of this.

On the horizon

Innovations to come were signalled by Hytera's r&d chief, Gee Siong Kok, in a

breathless tour of new digital products to be introduced over the coming year. They included two new families of DMR handportables, pocketable handsets with a convenient internal antenna for business users and the hospitality industry, a new design concept in mobiles, a compact all-in-one repeater, and more.

On a visit to Hytera's modern factory complex, an hour's bus-ride away, visitors were able to see where these will all be made. Production takes place on three floors, under clean-room conditions which help to eliminate defects in manufacture. On the ground floor, four automated surface-mount lines assemble printed circuit boards, while on upper floors the boards are completed, tested, assembled into cases, tested again and packed for dispatch.

Another visit, to Hytera's headquarters building in Shenzhen, provided an opportunity to tour the company's new showroom – a spacious and lavishly equipped suite which presents the full range of the company's products, including its DMR, PDT and TETRA ranges and accessories. Separate demonstration areas for each of its marketing segments illustrate a variety of scenarios, from an emergency control room to railway communications installations and a TETRA-plus-LTE system.

From dreams to reality

Addressing his guests, Mr Chen, founder and president of Hytera, recalled the challenges of the company's early days and offered

Enjoying a round of applause: Golden Partnership Award winners, some of the 60 who received presentations at Hytera's 20th anniversary celebrations

A panel of speakers at Hytera's PMR Industry Forum tackles questions from the large audience. Holding the microphone is Thomas Lynch, of the analysts IHS



On display in Hytera's showroom, the RD-620 – a new wall-mountable digital/analog DMR repeater with built-in power supply and mini-duplexer. It delivers up to 25 watts RF output



Right: scanning a spool of components destined for the surface-mount machines (pictured below): a special barcode system designed by Hytera avoids mistakes in loading the machines



some insights into its aims and philosophy.

"Twenty years ago, I had nothing but dreams", he began. "I had an idea that many people needed to use walkie-talkies. When I began to sell this kind of walkie-talkie, I discovered that they liked imported products rather than domestic products.... So I thought to myself that maybe I could do some research on my own and sell my own walkie-talkie. I hoped that what I had researched would come out at a very good price, so I started on this career. And I started HYT at that time.

"In the manufacturing base that has emerged in Shenzhen, people have attached great importance to quality. But at the very beginning, quality control was not very good.

So if we wanted to do very good walkie-talkies, we needed to develop the quality. I got the idea that we needed to have very good quality control, so I paid very detailed attention to each component, each part."

Building trust

As the company's sales developed in China, Mr Chen urged his staff further to improve quality and design. "I told my employees that as long as we had very good r&d, we could then sell our products. So HYT products became well received in the market, and a lot of dealers chose our products rather than just relying on imported products.

"Some users did not have much trust in the quality of HYT; they worried about

Automated surface-mount assembly lines in Hytera's factory. Elaborate precautions which including special sandals for staff guard against electrostatic damage to components



In the showroom at Hytera's headquarters,, visitors study a video surveillance installation mounted in the rear of a mobile police command vehicle

the quality and about the service. To ease their concerns, I told them: 'You can try our products first and then you can pay later if you are satisfied.'"

Into the digital world

With sales to police and government users increasing, it was soon time for the company to enter the digital domain. And it was to develop the new digital ranges that Mr Chen brought in G S Kok to head his research and development team.

"In the following three to four years, we developed a series of DMR products, the digital walkie-talkies", continued Mr Chen. "I believed that such a very good walkie-talkie, this kind of product, could not only be sold in China but we could begin to sell it in different parts of the world."

To support this ambition, the company took the step of building for itself an international brand name – Hytera – to promote its digital products and

establish an international image. Here, Mr Chen underlined the importance of understanding foreign consumers, in product design as well as branding. "For example, in our radios, Chinese people think that compactness is very good, but for the US user, if it is too small, they will think it is too fragile", he said. "Chinese people prefer small buttons for the radios but US consumers prefer larger buttons to press.

"So we believe that if we want to develop into international markets, we cannot just think the Chinese way. We need to think in the overseas market way, to see it through their eyes."

In Hytera's spacious showroom, a control room system for larger network installations



"If we wanted to do very good walkie-talkies, we needed to develop the quality. I got the idea that we needed to have very good quality control, so I paid very detailed attention to each component, each part"

Digital Migration Radios

Two new handportable ranges have been launched by Hytera to help drive the transition to digital among private mobile radio users. The new models offer dual-mode analogue-plus-digital operation supported by robust construction, advanced features and some neat design touches

On stage at Hytera's 20th anniversary gathering in Shenzhen, the scene is set for the company's latest DMR handportables by G S Kok, vice-president for subscriber terminals



This limited-edition anniversary version of the new P60X was offered to distributors as part of Hytera's celebrations

Digital Migration Radio: this is the tag Hytera has attached to its newest family of DMR-compliant handportables. Its first members were among a variety of radio communications products unveiled at the company's 20th anniversary celebration in October. They are the work of Hytera's formidable research and development team, which numbers almost 1200 engineers.

"We have got a lot coming, because we have got a mission", promised G S Kok, vice-president for subscriber terminals, in a presentation to Hytera's distribution partners from around the world. "Our mission is very simple: we want to provide unlimited communication to all our customers. And to do that we have to give the best technology for our customers to sell."

Introducing the Digital Migration Radios, Mr Kok explained: "We are trying to create a series that will assist our customers to migrate from analogue radios to digital radios."

The new models are small and light, inheriting many of the user-friendly features of Hytera's previous models but further

optimized and improved. One such feature is the centrally-mounted antenna. "We put it there for a purpose", Mr Kok went on. "For the past 70 years, before we introduced our DMR products, all antennas were on the left side or the right side, but they always had a common problem: there were two knobs side by side.

"But what happens if you put them side by side? You try to adjust one and you accidentally change channels. In our industry, we often wear headphones – and that's a big problem because, if you just change the frequency knob and accidentally turn up the volume with the other one, your eardrums will blow up!"

Placing the antenna centrally allows the best possible separation between two adjacent knobs. But with the advent of GPS to business radio products, it brings a further advantage. Since the GPS antenna is housed within the communications antenna, it can now see equally well in all directions. And the result is fewer 'missing' people.

Also very practical for outdoor users is a large PTT button which can be located easily even with a gloved hand, and there



is a separate programmable button just underneath it. "The speaker is huge, because we need 120 dB spl audio level", Mr Kok adds. "In our industry, nobody whispers!"

The new P60X series radio, built upon a robust metal frame, is compliant to MIL-STD 810 c/d/e/f/g specifications. "In our industries, people work and radios drop", comments Mr Kok. "I would never dare to drop a cellphone because it will cost me 6000 yuan – I know it's going to break. But with this, I don't mind flinging it."

In its UHF version, the P60X covers the full range 400–527 MHz, a property will make it especially attractive to dealers because they will no longer have to stock separate UHF1 and UHF2 models. This will enable them to offer faster deliveries to customers while maintaining lower stock levels.

Other features include an expansion port for third-party applications and (as factory-fitted options) man-down and GPS personal location functions.

The P50X is a more basic radio, but nonetheless shares many features of the P60X, including dual-mode analogue/digital communication, one-touch calling and texting, data and messaging services, DMR supplementary services, and multiple analogue tone signalling formats for compatibility with existing PMR systems.

"It will have long battery life even though



Both new models are built for ruggedness and reliability, meeting MIL-STD 810 c/d/e/f/g. On top of this, the PD60X (seen here undergoing a soaking) is IP67 rated, withstanding immersion in water one metre deep for at least 30 minutes. To its left is the PD50X, a basic DMR radio offering dual-mode (analogue/digital) communication, long battery life (over 16 hours in typical use) and light weight (260g)



The new models bear two signature features of Hytera's handportables: the centre-mounted antenna, which works equally well whichever side of the radio you hold next to the body; and the separated control knobs, which can be operated independently even with a gloved hand

it has a smaller battery", Mr Kok points out. "Notice that the battery capacity is only 1500 mAh and yet we are able to achieve 16 hours of battery life. It supports the latest release of the DMR Association TDMA direct mode and of course Hytera pseudo-trunking. And it's secure: we still have the scrambling – basic encryption – built-in. You can select that option.

"The only thing that we think the industry will not need is for this to be waterproof. If you are working in a hotel, if you are indoors, there isn't any need – and anyway it's IP 54, which is a breakthrough anyway. But you are not going to drop it into a pool. So we think it should be appropriate just to be IP54. But ruggedness is still there – it's still MIL Standard and certified all the way up to G."

Both the P50X and P60X are available now.

DMR takes off with Saudia

Digital radios are transforming operations for Saudi Arabia's flag-carrier airline as ground-based DMR systems at four major airports tie into a new, converged IT network linking 60 countries. Aim of this ambitious project is to offer one-step calling to anybody who can contribute to a business process

*Image below:
Abdullah Alsaggaf (left)
of the IT department at
Saudi Arabian Airlines
(Saudia) with his
colleague Bader Morfeq*

At Saudi Arabian Airlines, a new digital radiocommunications system currently being deployed is the latest step in a major programme to bring the company's information technology infrastructure up to date, to meet the air transport demands of a booming region.

The new radio system – based on DMR technology from Hytera – will serve Saudi Arabia's principal airports, at Jeddah, Riyadh, Medina and Dammam. With some 4000 handhelds, mobiles and base stations, it will provide instant communications for companies in the Saudi Arabian Airlines group, their strategic business units and affiliates. Most importantly, it will support staff on the ground in their task of moving passengers, baggage and cargo shipments on to and off Saudia aircraft, and speeding their movement through the terminals. Security staff will also be provided for.

"We are counting much on this project as a means to improve our operational excellence and also add much cost-efficiency into our infrastructure. It's part of our... I call it our IT master plan – to modernize everything."

One-step calling

Through the new IT system, a converged network that securely carries data, voice and video, the radios will interconnect with more than 500 Saudi Arabian Airlines offices in 60 countries. Also connected are more than 20 smaller airports in the kingdom, though for the present these will continue with simple analogue radios because of their lower numbers of staff.

"We have IP telephony everywhere, worldwide", Mr Alsaggaf continues. "So we are looking for the radio technology as an integral part of overall ease of communication. It is, of course, designed for operational airport activity or specific activities in buildings or compounds and so on – but basically they need to have a one-step call to anybody in the organization who can help or participate in a business process."

"It will connect all these airports together and will integrate this telecommunication infrastructure with our information technology infrastructure. So we will be able, later on, down the road, to integrate our applications and business processes along with the radio trunking technology."

Open standard

The selection of DMR and Hytera came after the airline's team spent a year and a



half evaluating various radio options and vendors. "We opted to go for, first of all, an open standard", Mr Alsaggaf says. "Second, we wanted something that fits the purpose of Saudi Arabian Airlines and our affairs. Plus, we need something that is cost-efficient and will serve us for the long term, having the capabilities to integrate with our business process and back-end applications. We have seen that DMR, frankly speaking, has this potential in the near future."

He explains that the final decision was based on a variety of factors: "First, a doubling of capacity in existing licensed channels. Second, we needed to have backwards spectrum compatibility with legacy systems. Also, we need to have efficient use of infrastructure equipments, longer battery life and greater power efficiency for our handheld terminals, and ease of use and creation of data applications now under

the future; plus system flexibility through simultaneous use of TDMA channels and advanced control features; plus superior audio performance. And last, but not least, security of supply through a fully open, well-established, widely backed standard."

As for the vendor, Mr Alsaggaf was greatly impressed by Hytera's commitment and its corporate culture. This included a willingness on Hytera's part to build a significant change into its product in response to suggestions made by the airline's team. "Hytera takes research and development as a serious business, really", he comments. "It gives the highest value to r&d and dedicates more than 30 per cent of its manpower to this, plus more than 10 per cent of revenue for the same purpose – which is an added value every evaluation can look into."

*Ground operations
in and around
Saudia aircraft: the
new DMR radios will
provide cost-efficient
communications with
advanced capabilities*



Pitching for event business

Temporary DMR radio systems have been proving their worth at a variety of sports events and other open-air gatherings, where robustness and dependability are essential qualities. For the users on these pages, products from Hytera have been showing what they are made of

DMR handportables by Hytera played a key role in the management of the World Police and Fire Games (picture: Donna Rowleg Photography)

On-site radio has long been an essential requirement for sports venues and outdoor events, for the safety of staff and the public as well as for smooth operation. With the advent of digital technology, organizers can now benefit from advanced voice and data facilities in addition to crisp, reliable speech communication. These pages highlight some major events at which DMR radios from Hytera played an essential part.

Police and Fire

In August 2013, Hytera UK, together with its Northern Ireland partner Patterson Electronics, were sponsors and an official provider of professional communication solutions for the World Police and Fire Games. With 56 events held at 41 venues throughout Northern Ireland, this was the largest sporting event ever to take place in the province and the third biggest international multi-sport event in the world.

Over 10,000 competitors from more than 70 countries took part in the games, with the support of more than 3,600 volunteer helpers. Event communications



were provided by Hytera and Patterson Electronics, which supplied 240 PD70X DMR handportable radios plus 25 service spares. At each site, the radios were used by three specific workgroups – event management, the medical team and volunteers.



Medical workers formed one of the talkgroups at the World Police and Fire Games (picture: Donna Rowleg Photography)



Enduring Le Mans

Another prestigious summer event secured by a Hytera radio system in 2013 was the Le Mans 24 hour race in France (*24 Heures du Mans*), the world's oldest sports car endurance race and one of the most famous and influential in motorsport history. Here too, Hytera DMR was on hand to make sure that the event ran smoothly.

To cope with the vast crowds expected and the complex organizational challenges of managing this event, its organizer, Automobile Club de l'Ouest, needed a resilient and trustworthy communications system. Hytera's

French dealer Modulocom secured the contract to supply three networks – one for the company handling race security and access to the paddock; another for the organizers of the Drivers' Parade; and the last for the company responsible for setting up installations for the event.

Modulocom supplied three Hytera RD985 DMR repeaters and 200 PD705 DMR handportables for the radiocommunication system and remained on hand to assist all three user groups during the race.

Twenty-four hours in Le Mans: more than 245,000 people attended the 2013 race

Cycle Slam 2012

One of the fringe events heralding the London 2012 Olympics was the Dallaglio Flintoff Cycle Slam 2012. England rugby legend Lawrence Dallaglio and his cricketing counterpart Andrew 'Freddie' Flintoff led a team of more than 250 riders in a charity ride across Europe. Their starting point was Olympia, site of the ancient Olympic Games, and their goal, the Olympic Stadium in London.

To maintain constant contact with support staff on both the cycle and water sections of the event, the riders used rugged Hytera PD70X portable radios, supplied by Hytera partners Zycomm and Delcom.

Environmentally protected equipment was essential for the ride because of rain and because the radios were used aboard canoes on Lake Garda, Italy. Their durability was put to the test when one of the hired PD70X handportables became submerged in the lake for a lengthy period. After the canoe was recovered, the radio was found to be in full working order.



Raising funds by getting a soaking: Lawrence Dallaglio and a semi-submerged Hytera radio



River pageant

At another outdoor event in 2012, Hytera DMR radios played an important role when more than 600 boats mustered on the River Thames in London in preparation for Queen Elizabeth II to take part in her Diamond Jubilee Pageant.

Inspired by an 18th Century painting of a similar event in the British capital, this floating celebration of her 60-year reign assembled the largest flotilla ever seen on the river. The spectacle was further enhanced by music barges and boats spouting geysers. Moreover, the parade included specially constructed elements such as a floating belfry, its chiming bells answered by those from riverbank churches. Adding to the numbers were passenger boats carrying flag-waving members of the public.

A large radio system to support the organizers of the event was supplied by Roadphone NRB, a Hytera partner in the UK. Roadphone NRB deployed more than 1800 new DMR handportables together with base station repeaters and accessories. Despite steady rain during the day, the radios performed excellently, thanks in part to their IP67 environmental rating.

Top: the Royal Barge navigates the River Thames with Queen Elizabeth II aboard

Winners in the stadium

A step into the unknown by a Russian company led to high-performance radio communications for the organizers of two international sporting events staged in Moscow's largest arena

Center Telco is a system integrator and network operator providing professional communications in Moscow and the Moscow region. Though it is one of Hytera's newest partners – it began its partnership with Hytera only in 2012 – it has successfully provided Hytera DMR trunking solutions to two of the biggest sporting events ever hosted in Russia: the Rugby World Cup Sevens and the IAAF World Championships in Athletics 2013. And the collaboration began with just an email.

To demonstrate the capabilities of DMR trunking, Hytera sent an engineering team to Russia, and the two companies collaborated to set up a radio coverage experiment in Ruza, a town 100 km west of Moscow.

A dual-channel Hytera base station was installed at a Center Telco radio site and connected to the existing antenna system. Tests confirmed that the Hytera equipment provided the required communication range, with excellent quality of performance. Uplink distances of up to 20 km were achieved

At the Rugby World Cup Sevens in Moscow, officials relied on Hytera DMR radios



with the portable terminals, together with fast, accurate GPS positioning. Meanwhile, at Hytera's Moscow office, senior engineers from Center Telco attended a training session and were awarded training certificates.

To learn more about the Hytera company and its DMR products, managers from Center Telco next arranged a visit to China to see the company's headquarters and manufacturing plant. There they were able to learn about Hytera's technology and business strategy and to examine all production and quality control steps.

During their stay in China, Hytera's Russian team arranged a site visit to Hytera's latest client in Shenzhen, to see a DMR Tier III trunking system in use with Shenzhen Customs. There they found the equipment providing secure and efficient service to officers in the port.

The Center Telco managers concluded that Hytera was indeed a substantial producer and supplier of professional radio communication equipment, and that it offered huge development prospects for the Russian PMR market.

Center Telco's first operational use of the Hytera DMR trunking system was to support the international rugby and athletics events in Moscow's Luzhniki Stadium in 2013.

A main factor in Center Telco's choice of the Hytera technology was the status of DMR Tier III trunking as an open standard.

On the strength of this experience, combined with results from the experimental site in Ruza, Center Telco has decided to go ahead with a project to build a professional DMR digital mobile communication networks to serve users in Moscow and the Moscow region, using equipment by Hytera.

Center Telco commented: "Hytera's Russian team showed a high level of technical training, professionalism, responsibility and discipline in supporting our installation. We hope for further fruitful co-operation."

Seamless coverage with trunked DMR

For the 14th World Championships in Athletics, staged in Moscow in August 2013, more than 2000 athletes from 206 countries converged on Luzhniki Stadium, the city's largest arena. During the eight-day meeting they participated in 47 competitions, watched by a total of some 380,000 people, including guests of honour, spectators and media representatives. Responsibility for on-site radio communications during the event was given to the Russian company Center Telco, which appointed Hytera as its technology supplier. Equipment provided included DS-6210 trunked DMR base stations, PD78X/PD70X digital handportables and MD78X mobiles.



Hytera DMR radios with audio accessories – high performers at Moscow's IAAF World Championships in Athletics 2013

commended Hytera's engineers and products for their outstanding performance during the event.

A similar Hytera system was used earlier in the year at another big sports event held at the Luzhniki Stadium. At the Rugby World Cup Sevens 2013, the sixth event in this series, 40 teams from all over the world, including China, took part.

At the hub of the radio system were DS-6210 Trunking Pro DMR base stations linking PD70X/PD78X handportables. These provided reliable communication both for managing the event and for security. Here too, engineers from Hytera remained at the site to test radio performance and coverage within the stadium.

Careful design of the DMR system ensured that the whole stadium was served by radio coverage. A seamless connection between the networked radio base stations ensured reliable communication, particularly for long-distance track events such as the marathon and walking race.

Equipped with handportable radios, members of the committee of referees were able to ensure accurate and timely reporting of results. Engineers from Hytera were on hand to monitor the running of the communications system to ensure that the championships ran smoothly.

Afterwards, Center Telco and end users



Hytera DMR installation for the Rugby World Cup Sevens at Moscow's Luzhniki stadium

Crest of a wireless wave

A DMR network packed in a 40-foot shipping container has been roaming the globe alongside the support teams which underpin the America's Cup series of international yachting events. Operating in often difficult conditions, it provides technical versatility and dependable communications



In recent years, DMR equipment from Hytera has supported the organizers of the America's Cup yachting series at event venues from San Diego to Portsmouth to Naples

For Logic Wireless, a major distributor based in Australia and New Zealand, DMR technology from Hytera has proved the perfect complement to the home-grown Tait analogue and P25 mobile radio products the company was built upon.

"We started co-operating with Hytera around 3½ years ago and this was when Hytera were right in the middle of renaming themselves from HYT to Hytera and launching the first of their DMR product lines", says Scott Heywood, director of Logic Wireless in New Zealand.

His moment of revelation came at the big IWCE radiocommunications show in the US. "We went to Hytera, and we walked on the stand and – literally for the first time in 12 years – we went, 'Someone's innovating!'", he remembers. "It was that profound."

At the show, Mr Heywood was introduced to Hytera's research and development chief, G S Kok. "And really, within about 15 minutes

of talking to someone with that much credibility, and looking at the products, we were completely sold!", he recalls.

Drive and innovation

At first, buyers were wary of the unfamiliar Chinese brand, but Mr Heywood's enthusiasm for the Hytera people he had met impressed them. "I know this can sound a little bit story-bookish, but the quality of the people that Mr Chen has put in to drive the company is just astounding", he says.

Now, DMR is going into New Zealand for customers in commerce, transport and the services industry, to universities, hospitals, local government and to event radio companies serving film production and sporting events.

For John Sullivan, of the New Zealand mobile radio dealer Skycom, the biggest of these has been the America's Cup series of international yachting events. "They went to the international market and invited half

a dozen companies around the world to tender for the America's Cup – it was a \$1.4 million requirement. And we were the only ones that quoted a Hytera solution.

"It started with the World Series in Portugal back in July 2011. So we were really early adopters of Hytera DMR. The equipment got delivered to Christchurch, we went down and we built the network, a 24-channel DMR network with 350 terminals. We put it on a ship and it went to Portugal, and that was the first of the America's Cup World Series.

"We had our own 40-foot container that we had our 45-foot mast on. We would load up our container at the end of each of the World Series. At every venue, we would arrive 2–3 weeks before the racing started. We built the network, we reprogrammed all of the repeaters and the terminals and we calibrated the multicoupling for the frequencies in that country and that location. And we packed it up at the end of two weeks."

"This is Hytera DMR equipment which had only been invented 12 months before, roughly", Scott Heywood puts in. "John took a punt and it paid off."

Crystal-clear speech

But what was it about DMR that the America's Cup people liked especially?

"Clarity of audio", Mr Sullivan answers simply. "All they want is a good working system that gives them the coverage they require, and that it's crystal-clear audio coming through when they're giving instructions. They are talking from race management to umpires out on the water to race committee, course marshals, and all of the television guys, walking around with headsets and cameras going back to the international broadcast centre. DMR has been very, very good for them."

A special advantage of the DMR equipment, he adds, is that it can run in both analogue and digital modes, enabling Skycom to support certain race functions



which still demand analogue. "We ended up having to set up half a dozen of those Hytera repeaters in analogue mode for the helicopters – the cameramen in the helicopters talking to the pilot and both of them talking back to the international broadcast centre. All of that was over Hytera analogue. But the running of the race itself was done with Hytera digital."

Above: Hytera DMR in action at the America's Cup

Below: mingling with fellow guests at Hytera's 20th anniversary celebrations are New Zealanders Scott Heywood (left), of distributor Logic Wireless, and John Sullivan of Skycom



Bringing Number 1 to Turkey

In Turkey, encouraged by easing prices, more mobile radio users are beginning to investigate the potential of the latest devices and applications. As interest grows in digital, these customers are looking for quality equipment, comprehensively supported by the supplier and manufacturer

In Turkey, Hytera's distribution partner is Ideal Elektronik, a business established in 2005 by Fatih Yüksel Pekdemir. Initially he supplied radios from other big-name PMR manufacturers, but then he came into contact with HYT (as Hytera was known during its early years), and soon decided to concentrate on its products.

"Our customers liked HYT quality", he says. "At first we bought our goods from another distributor, but our sales were very good. Our company was the number one dealer in Turkey.

"Then we started to work as a distributor, in 2009. In this period, HYT developed their products and their quality. I think that Hytera will now be number one – and in the near future, not the far future!"

Learning from mistakes

Today Ideal Elektronik offers only the Hytera brand in Turkey, though it continues to supply certain accessories from other manufacturers to meet the needs of its network of dealers.

"I analysed other distributors' mistakes", Fatih explains. "Then I made my plan. Firstly I wanted to set up a good dealer system. It was very important for us. Spare parts and technical support were very important, to support our dealers and end users. We wanted to help our dealers with everything, not only our brand – otherwise they would not want to work with us. And gradually their sales switched to HYT.

"Ten years ago, many companies brought very low quality [Chinese] products to Turkey and, because of that, most Turkish people thought that Chinese brand quality was very bad. But, step by step, they tested our products and they saw that HYT quality was acceptable. And, step by step, the product quality improved and increased very sharply. Especially the design – it's

perfect! Their design was very nice.

"And they supported us all the time. That is very important. Promotional support, technical support. And when we undertook a project, they gave us good support. They are very important for us."

Moving towards DMR

In Turkey, sales of analogue PMR remain strong, though they are beginning to decline slowly as DMR sales start to gather pace. "Maybe after two years or three years, DMR sales will pass analogue sales", muses Fatih. "It depends on the DMR price. At first DMR was priced very high; many people wanted to buy DMR radio, but they didn't want to spend a lot of money. But, step by step, the DMR price has declined."

In the past, Ideal focused strongly on its dealer network, but in a new phase of its growth it has begun to undertake major projects for customers in government and large companies. An example is a DMR network for the municipality of Istanbul. "They use this system and step by step they will change their radios to DMR radios because they see the difference between digital and analogue", Fatih explains.

Having seen Hytera's latest product innovations at the company's 20th anniversary celebrations, Fatih is keen to bring them to Turkey, particularly the new PD5 series DMR radios. "I trust Hytera quality now, because I know the HYT story very well", he says. "I'm sure these products will increase our sales next year, especially for DMR. Maybe we will need some time to test these models but next year I expect our sales will increase again."

And he adds: "Especially I want to say that we are very glad to work with Hytera's Turkish team because they are stable and they know the issues very well. We are like a family! It is very important."



Cradling his Gold Partner award, presented during Hytera's recent 20th anniversary celebrations in Shenzhen, is Fatih Yüksel Pekdemir, general manager of Ideal Elektronik in Turkey

Sharing a big anniversary

In Russia and former Soviet Union lands, digital is increasingly seen as the future of private mobile radio. Customers are looking for an attractive price and competitive quality of manufacture

Like Hytera itself, its Russian partner T-Helper is also celebrating 20 years in the mobile radio business. T-Helper has three main activities – commercial and business radio systems, DMR/TETRA systems, and research and development – and is Hytera's biggest customer in Russia. Its services also include installation work, maintenance, training and consultancy.

"This market in Russia today, it's quite a small market", explains general director Andrey Kurilchik. "In this market not so many companies are participating, and so our strategy is always to choose the right partner. It's quite critical."

"We are careful how we choose products", adds his colleague Andrey Dovgiy. "We are looking for key points: the first is price and the second is competitive quality."

With DMR to Kazakhstan

Among Hytera's Asian partners is Topol Professional Communications Systems in Almaty, Kazakhstan, a two-way radio specialist established in 1999. With its 25 staff, it now achieves yearly sales of US\$10-15 million.

"We have six engineers and all of them are specialists in installing systems and technical service", says Sergey Yeroshenkov, adviser to the general director of Topol. "The company not only provides terminals but a lot of system solutions and engineering.

"In the beginning, Topol offered radio products from another manufacturer, but in 2005 we began to work with Hytera. Most of our clients have moved towards digital radios in the past two years, and Topol was the first company to provide a DMR Tier III trunking system in Kazakhstan. Today our customers include users such as the emergency services and police, who require nationwide coverage."

Now the company is looking forward to installing more DMR technology, backed by Hytera. "Topol and Hytera work together very well", comments Mr Yeroshenkov.



From Moscow-based radio solutions provider T-Helper, general director Andrey Kurilchik (left) and finance director Andrey Dovgiy. Below, Sergey Yeroshenkov, of Topol Professional Communications Systems in Almaty, Kazakhstan

Their first encounter with Hytera came at Russia's largest radio fair, at which T-Helper is a key exhibitor. "We met Hytera [then known as HYT] in 2008 in Moscow when they came to our stand", recalls Mr Kurilchik. "At that time we didn't see the products, we saw the people – and the Hytera people made a good initial impression.

"In the same year we participated in Hong Kong, and it was easy to visit Hytera because they are near! We met Mr Chen [president of Hytera]. Mr Chen spent a lot of time with us and we talked about a lot of things."

Among these was T-Helper's wish to offer Hytera products in Russia under its own brand-name, TAKT, which was already well established in its home market as a mark of quality in business radio products. Having regard to the particular situation in Russia, Mr Chen agreed to this proposal.

An important focus for the company now is digital networks based on DMR. "We like this technology", Mr Kurilchik says, enthusiastically. "We believe it is the future." Here, also, Hytera has been providing good technical support, through a Moscow office which is just a short Metro ride from T-Helper's own. "Hytera is very helpful", he continues. "Hytera's staff speak Russian – they speak a lot of languages, including English."



On the other side of the world

A busy radio supplier and system operator in Central American is achieving success through high-performing Hytera products in the DMR, PDT and analogue domains – and has found that engineering support is close at hand, even though the factory they're made in is half a world away



Mario Mazariegos is service manager of mobile radio company Crelosa, in Guatemala

Another enthusiastic Hytera partner is Crelosa, a busy system integrator and service provider based in Guatemala, Central America.

Crelosa first came into contact with Hytera in 2007, and it has since switched to supplying Hytera products almost exclusively.

"And that's what we recommend, basically, because of the service they give us back, which we've never found anywhere else", declares service manager Mario Mazariegos, visiting China for Hytera's 20th anniversary celebrations. "Whatever kind of problems we've had with the product and new implementations, we get the support we need from Hytera. And that didn't used to happen with other brands.

"Even though they were over the other side of the world (it took me two days to get here from Guatemala – two complete days!), we feel we have the factory and the company really near to us, because the response they give us is incredible. The thing I most appreciate from Hytera is that: the service they give us."

Transport and law enforcement

Crelosa's first big Hytera project was for the bus company in Guatemala City, central America's most populous conurbation. This was conceived as the nucleus of a nationwide network for public transport, but although it is working successfully, the customer has not yet proceeded to completing the deployment. "If it does, that solution will start growing again", Mr Mazariegos explains.

Meanwhile, Crelosa installs and operates other radio systems, including its own subscription-based DMR service for commercial users. "Somebody like a small business that only needs two or three radios, they are not going to make a big investment

buying the repeaters and all that", says Mr Mazariegos. "So we sell them three or four radios and they use our system, our DMR system."

The company operates other DMR repeater systems for private business, and it has been progressively migrating these too to Hytera DMR.

Most recently, Crelosa has been implementing the first phases of a large-scale deployment for the national police of Guatemala. This prestigious project is being based partly on DMR and partly on China's PDT standard, a digital trunked radio technology which, in Hytera's implementation, runs on the same hardware platform as DMR.

"The central region of the country works through four PDT base stations, strategically located, and the west part of our country is being covered with the DMR trunking system", Mario Mazariegos says. "In that part, we've got six DMR repeaters. The system has 5000 radios – about 1000 DMR and 4000 PDT – and it's working fine."

Mr Mazariegos comments that DMR was chosen for the rural area because it is cheaper to deploy, while PDT offers a more complete functional solution to meet the needs of city police. Nevertheless, he continues: "If for some reason you need to go to the west part of the country, to the DMR part, the radio has the capability of switching modes. It will leave the PDT mode and it will go to the DMR mode, and it can go even to the analogue



"That's really good, because they don't have to carry two radios. All you have to do is long press on one of the buttons underneath the PTT and it will switch modes. That's helped us a lot, mainly with high-rank officers, because they need to move around the whole country."

mode – it has MPT mode too.

Though the first phase of the deployment is still being completed, the authorities have already requested costs for further stages and advice on how to expand the system. Only police are using the network at present, but other bodies are expected to join later, including the jails and the border force. "They are very happy with that because they don't have to make a huge investment in antennas, cables, duplexers, repeater sites and all that, because it's already there", Mr Mazariegos comments. "All we have to do is to start putting more channels in the system."

'That closes our deals'

Mr Mazariegos especially values the solid construction of the Hytera products. He likes

to startle customers by hurling his radio across the room, and by making it transmit while plunged into a pitcher of water. "That closes our deals", he smiles. "It convinces the final users when they are sceptical about the robustness of the radios."

He also appreciates design features such as flattened control knobs on Hytera's handportables. "That has a reason", he adds. "When you drop a radio, the thing that most gets damaged are the knobs, because when the radio falls down, it hits the floor on the knobs will stop and the knobs get ruined. So when these knobs are flat, it doesn't happen as much."

For Mr Mazariegos, the best part of working with Hytera is its ready responsiveness to technical changes his engineers have suggested. "In the next shipment, it is fixed and done like we had recommended it! We said, 'Can you believe this? There's a factory over on the other side of the world with a whole bunch of people, and they changed the system and the procedure of the factory because of us!'"

"That really amazed me. That's when I started falling in love with Hytera. I've been in the business for 20 years and I've never seen a company like this. It's really good."

Above, left, one of Crelosa's regular deal-closers; still operating normally, a Hytera handportable hangs in a column of water. Above: visiting Guatemala's Transurbano bus company are (from left) Andy Zhao of Hytera America, Stuart Scott, general manager of Guatemalan mobile radio company Crelosa, and Gee Siong Kok, Hytera's vice-president of research and development

The deadly tropical cyclone that blew PMR into Myanmar

When Cyclone Nargis surged into the densely-populated Irrawaddy river delta in 2008, it brought the worst destruction in Myanmar's recorded history. Modern PMR technology came to the area as part of the clear-up operation, and today is supporting Myanmar as it opens up to the world for business



Mya Han, chief executive and chairman of Fortune International, Myanmar

Working to bring the benefits of two-way communication to the south-east Asian state of Myanmar (Burma) is Hytera's partner Fortune International. "We started in 1991 as a general trading and engineering company, doing machinery like elevators", explains Mya Han, its chairman and chief executive. "One of our main lines of business is telecommunication. So, starting from the early 1990s, we imported telecommunications equipment like switching systems and cables, to supply to the government telecom company."

Fortune's first move into radio took place after Mya Han attended a technical course on telecommunication equipment in the US. There he met a friend from Sri Lanka. "We had some discussion and he mentioned one very good company from China. He said, 'It's very good in radio equipment, it's very good quality'. He introduced the company: HYT. I didn't know it at the time."

Subsequent discussions led Mya Han to link up with HYT/Hytera in 2008 – a year which, alas, proved momentous for Myanmar. "In 2008, we had a very big storm, Cyclone Nargis", Mya Han remembers. "It hit Myanmar and over 100,000 people were killed."

Radio solutions

"When the disaster happened, at the time we didn't have a good solution for communications and for security. So after that, we made one system and donated it to the security forces (at the time, security came under the Ministry of Defence). We started working with them because I also had a relationship with them for telecom

"We started with four channels but later on expanded to nine cities, and now it's nearly 50 cities, all over Myanmar. Recently we also introduced DMR."

equipment, for switching systems and optical fibre and cable. So we started talking. Also, Hytera sent technical people to make a presentation and also they invited the key person from Myanmar to visit Shenzhen also.

"Starting from 2009, we started to get our first business for an MPT trunking system. First we started with the big cities – Rangoon, Mandalay and Naypyidaw. We started with four channels but later on expanded to nine cities and now it's nearly 50 cities, all over Myanmar. Recently we also introduced DMR in the system."

"Hytera is very good in technical support. They deploy technicians and engineers and marketing people who are very efficient, and they give training in Myanmar. Also we send our technicians from defence, from the police, to Shenzhen for training."

Hytera also gave its support to a technology transfer programme sponsored by the Ministry of Defence, creating a production base for handheld terminals for use on the trunked radio network. The radios are assembled in Myanmar using equipment supplied by Hytera.

Hosting the Games

Though the DMR equipment is more expensive than analogue, Mya Han



Hytera's headquarters building in Shenzhen, China

considers it reasonably priced in comparison with other digital options, such as TETRA. "But the technology is high, so I think DMR is very suitable to our market", he says. "That's why we also introduced it recently for the Ministry of Sports. At the end of this year, in December, we are going to host the South-East Asian Games."

Staged every two years, he adds, this is a very important event for the region, and especially for Myanmar, which last hosted it 40 years ago.

"At the games, security and communications will be very important, so we are introducing a DMR system", he continues. "We've already started deploying equipment and we have ordered some more. It will be used by the Ministry of Sports."

"For the police, we first introduced an MPT

"For the police, we first introduced an MPT system but later on also we have talked with them about DMR. They are very interested in it for their future expansion. There will be DMR also for the Ministry of Defence in the future. Our plan is to go with DMR."

system but later on also we have talked with them about DMR. They are very interested in it for their future expansion. There will be DMR also for the Ministry of Defence in the future. Our plan is to go with DMR."

Opening up

Fortune International is also deploying systems for private clients, including construction companies, hotels and railways, and feedback from customers has been very positive. "The users say that they are quite happy", says Mya Han. "Of course, with Hytera the quality is good, the price is reasonable, plus the technical support is very good. Support backup is very good, and as users they are very happy, satisfied."

Now his company is looking forward to further growth in mobile communications. "Myanmar is now opening up, so more business is coming in, more investment", he explains. "And previously, security was only the responsibility of the military, army, but now the police take charge of security for the civilians. With police, their requirements will be much bigger and they need advanced equipment for communications and security. So I think the police are our main target in the coming years."

Easing Poland into digital

A major European football tournament recently served as a showcase for DMR technology in Poland. Expectations are that DMR will be the technology choice for a national police network, thanks to its cost-effectiveness and powerful feature set. Other users are seeing its advantages too



Tomasz Sulima is sales director of RTcom in Poland,

Hytera's Polish mobile distributor RTcom is only two years old, but its main personalities – chief executive Wojciech Kropiewnicki and sales director Tomasz Sulima – contribute almost ten years' experience in the business, with their roots in distribution for another big PMR manufacturer.

"Hytera trusted us, so they gave us distribution for the territory of Poland in analogue, DMR and TETRA solutions", says Mr Sulima. To supplement these products, RTcom now offers ranges of specialized professional audio accessories from China, Japan and the UK, including bone-conduction devices and motor vehicle mounts, as well as mobile power inverters.

Largely because of cost, digital radio has been slow to take off in Poland, but in analogue RTcom supports a wide range of customers, meeting the needs of users such as security companies and volunteer firefighters with basic radios from the Hytera range. "Of course, normal fire brigades want radios like TC780 – radios which are the best in the analogue portfolio of Hytera", says Mr Sulima.

PMR projects

The company sells through some 38 distributors, of whom about a dozen are the most active. Through one of these, Alfa Radio, RTcom supplied a high-profile DMR project for a stadium radio system at one of the venues for the 2012 UEFA European Football Championship. "It was the stadium of Lech Poznan, one of the eight stadiums", Mr Sulima explains. "We sent our dealer 140 radios plus the repeaters and, of course, antennas."

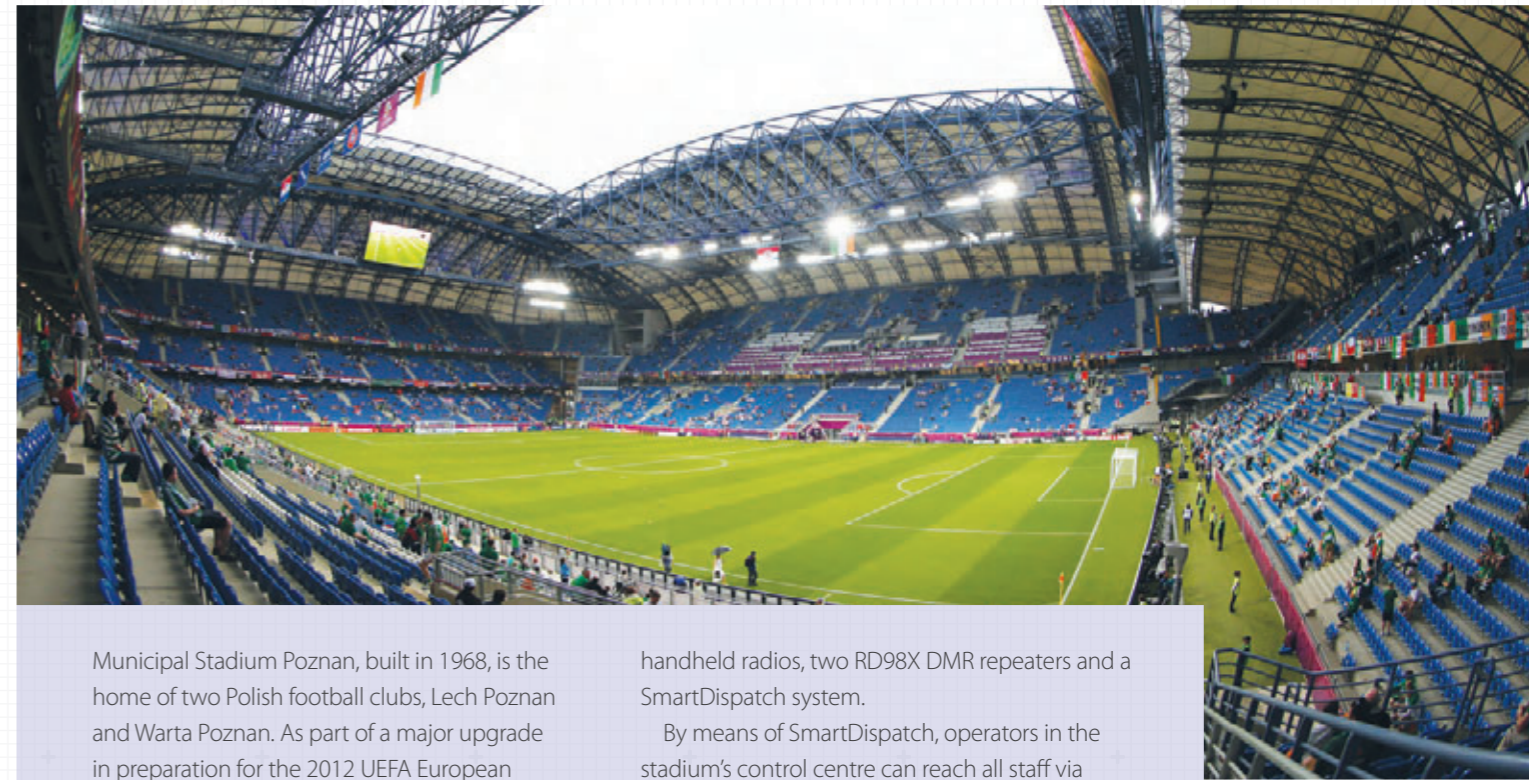
Voice dispatching enabled operators in the control centre to reach all the staff via

"Largely because of cost, digital radio has been slow to take off in Poland, but in analogue RTcom supports a wide range of customers, meeting the needs of users such as security companies and volunteer firefighters with basic radios from the Hytera range."

SmartDispatch, Hytera's digital dispatching system for DMR. Hytera's flexible grouping function allowed members of different working groups to maintain contact without disturbance from other groups, and powerful security functions such as 'man down' enhanced safety for staff and the emergency handling capability of the operators. To cope with high levels of crowd noise developing within the fully-covered stadium, special earpiece and microphone sets were issued.

Mission-critical users

Other customers for DMR include Poland's army and, soon, the police, even though many other European countries have seen TETRA as the natural choice for mission-critical emergency services networks. "TETRA is a difficult market in Poland because of money", comments Mr Sulima. "There is no national system. There were three or four attempts at thinking about it, but they collapsed. In the police, I can say that we have four cities with TETRA; the airports, six or seven; and the company with the power-plants, also. Last year a few airports bought them, but it was only one-site systems, very small."



Municipal Stadium Poznan, built in 1968, is the home of two Polish football clubs, Lech Poznan and Warta Poznan. As part of a major upgrade in preparation for the 2012 UEFA European Football Championship in Poland, the stadium was equipped with a Hytera DMR digital communications system. Three Group C matches were played in it during the tournament.

Seating up to 43,000 spectators, the stadium depends for its smooth operation on efficient communication and co-ordination among its staff. To ensure full radio coverage and reliable communication within the complex steel and concrete structure, Alfa Radio, a Hytera dealer in Poland, delivered 132 PD70X and 10 PD78X DMR

handheld radios, two RD98X DMR repeaters and a SmartDispatch system.

By means of SmartDispatch, operators in the stadium's control centre can reach all staff via the system. Flexible talkgroups enable staff of different working groups can communicate among themselves without causing disturbance or distraction to other groups, and powerful security functions such as Man Down help to enhance staff safety. Special earpiece sets ensure clear communication in spite of crowd noise.

Since the close of Euro 2012, the DMR communications system has remained in place to serve the stadium both in its daily operation and during its regular programme of events.

Performance advantage

In Europe generally, analogue will soon die because spectrum regulators will close the frequencies, Mr Sulima believes. "In Poland, no. I think it will be a few more years", he says.

With Hytera, he can offer a price advantage over other big-brand radios – but at the same time, he faces competition from other radio manufacturers in the Far East. "So, what is our advantage?", he asks, rhetorically. "Our quality is very good, firstly. Secondly, people know. A few years ago, it was, 'What is this HYT? What is this product?' Now it's much more familiar because of our work."

One particular success for DMR, if on a

smaller scale, has been with Hytera's X1e covert handportable radio. Fully compliant with the ETSI DMR specification, it is just 18mm thick, yet can provide high transmit powers – 4W on UHF or 5W on VHF. RTcom has supplied a set of these to one of the richest businessmen in Poland, for use by himself and his bodyguards. "Why did the X1e win that?", Mr Sulima asks. "Small and light", he answers himself simply. "This is a unique radio – nobody else has it."

Of the new radios announced by Hytera in October, he is especially looking forward to the PD500/PD600 range. "If the prices will be good, the radio's looking brilliant", he says. "It's very small, so there will be huge punch."

Adding value to digital radio

UK radiocomm distributor Zycomm is enhancing its Hytera offering with the first in a range of software applications which plug into the wireless data capabilities of DMR terminals. A capable alerting and messaging package is to be joined by a job dispatching and management application



Andrew Hyde is dealer sales manager at Zycomm, UK distributor for Hytera

Zycomm has been a UK distributor for Hytera since 2007-2008, a time when the Chinese manufacturer was still known as HYT. But fast-growing sales have built the company into one of Hytera's major partners, and it has now been recognized with the award of Gold Partner status. Zycomm is the only supplier in Western Europe to have attained this.

"We have seen a very rapid increase in growth of what is now Hytera products since the launch of digital", comments Andrew Hyde, dealer sales manager at the Derbyshire-based company. "Digital seems to have given the brand a lot more credibility in the radio market. Well-established radio companies are certainly taking a lot more notice now of the Hytera brand as being reputable, as being good, and this being a brand that should be within their portfolio."

Mr Hyde credits this transformation to a variety of factors: to the close working relationship that has been forged between Zycomm and Hytera UK; to the contribution of Hytera's inspirational r&d chief, G S Kok; to a big improvement in product quality, aesthetics and usability; and to the reliability and robustness of the company's digital products. Dealers who took on Hytera products in the early days have seen their market share grow, he says, while others who stayed with traditional brands have progressively been forced into taking Hytera because they were losing business.

Application support

Zycomm is supporting Hytera products with in-house application developments of its own. "With the advent of digital and the way that it works, it lends itself nicely to value-

added applications that you can now do a lot easier over digital than you could ever do on analogue", says Mr Hyde. "Within our existing customer base, and also from talking to dealers, we identified that there were a number of areas that weren't being very well serviced by other third-party application partners.

"What you tend to find is that the majority of third-party application partners tend to produce standard dispatching applications, probably with a bit of GPS and a bit of text, and you can end up with a selection of apps all doing pretty much the same thing. So we have looked at doing something a little different."

First of these home-grown applications is Alertz, which combines an alarm-to-text interface with an email gateway. "It will take serial data from an alarm source – a fire panel, a building management system – and, based on keywords that you configure into the Alertz unit, it will send those alarm messages out to individuals or groups of radios. These are delivered as text messages direct to the Hytera radios.

"If you choose to connect the Alertz unit to a LAN, then you can assign an email address to the Alertz box and you can then send emails to individuals or to groups of radios. Routing of the emails is done by entering the radio destination ID in the subject box of the email."

Integrated solutions

A typical Alertz user might be a site such as a distribution centre. "They've probably got a paging system, and the guys have to carry pagers to be able to monitor alarms, and they probably carry a phone to have emails delivered to them", Mr Hyde says. "But now you can just throw them one integrated solution where you carry a radio and you get everything in one."



Already Zycomm has developed a hardware expansion module for Alertz, a plug-in which can interface it to a much wider variety of alarm systems. "This gives 16 inputs and eight outputs", Andrew Hyde explains. "So whatever dry contact you've got as an input – it can be an alarm panel, it can be a smaller site where you have got a front doorbell – you can send a text message based on whatever input actually closes, out to predefined group of radios. You can control the outputs by text message from the radios. Taking it to a crazy extent, you can send a text message from the radio saying 'switch the kettle on', and – provided you've got

one of the outputs connected to a kettle – it will switch it on for you.

Automating workflow

A second application, available soon, is Arbiter, described by Mr Hyde as a high-volume job dispatching and monitoring package. "It's really focused and designed more for a hospital/university environment", he says. "You have got a central help desk that is issuing very large volumes of work out to maybe porters, maybe estate staff during the day – and those job tasks can be monitored and closed automatically from simple inputs from the radio. So you've then got full tracking for job monitoring of what has actually taken place.

"Hospitals more and more are going PFI and they are outsourcing a lot of their services to third-party companies. When they outsource, they are put under very tight service level agreements where they are either given so many minutes to do a particular job – and they've got to react to a different type of job within so many minutes or so many hours – or must have it rectified within a certain amount of time. If they don't meet those service level targets, they get fined; if they meet them, they get paid. This way, it's a fully-automated way of being able to collect that information."

Among DMR installations by Zycomm is a system providing radio communication for operations and maintenance staff at this Center Parcs holiday resort in the north of England. Zycomm will be equipping another Center Parcs resort shortly

Left, a staff member makes a radio call at the central control desk. So far, three of the five Center Parcs sites in the UK have adopted Hytera digital. They include the newest addition, at Woburn



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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 2011.
- Crelosa, 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.
- HAECO, a world's leading airport service provider, ran Hong Kong's 1st in 2012.
-
- And you.





Hytera DMR PD795 Ex ATEX Radio

More than ATEX

PD795 Ex ATEX Radio integrates all the benefits of digital technology with the strictest ATEX IIC safety requirements. Completely compliant to DMR open standard, PD795 Ex operates in both conventional (Tier II) and trunked (Tier III) modes. Safety can never be overemphasized, thus it proactively protects users with features like Man-down, Lone Worker and Emergency Alarm, and goes the extra miles with the most complete certification of ATEX, CSA, CQST, FM & IECEx.



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