

EXPAND TO NEW HEIGHTS WITH DIGITAL COMMUNICATION

JOIN THE MIGRATION FROM ANALOG TO DIGITAL WITH
MOTOTRBO™ FROM MOTOROLA SOLUTIONS.

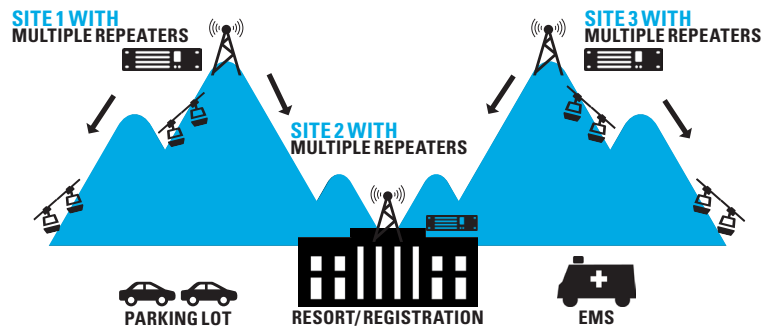
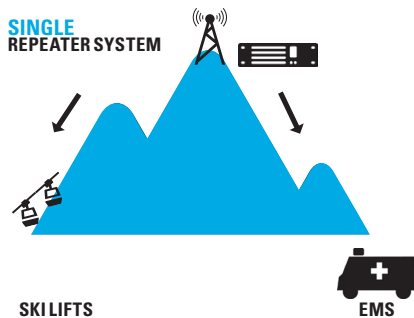


THE SKI INDUSTRY IS HIGHLY COMPETITIVE. THAT MEANS EVERY CAPITAL INVESTMENT MUST DELIVER A SOLID RETURN.

Have you looked at the quality of your communication lately? Analog radio technology is outdated. It limits your connections, reducing the quality of responsiveness that is critical in the ski resort industry.



When you upgrade to MOTOTRBO digital radios, the IP-networked multi-site systems can provide coverage across multiple ridge lines and back country bowls, areas that were previously unreachable with single site analog systems.



For smaller front facing ski areas one repeater site is adequate. MOTOTRBO TDMA technology provides two talk paths for each frequency so only one repeater is required. This allows both Ski Patrol and Mountain Operations to communicate instantaneously.

For larger ski areas with numerous ridge lines and back country bowls, more than one repeater site is recommended for communication coverage. Repeaters can be located at multiple locations as required, to provide seamless coverage using IP networking to connect all repeater sites together for complete ski area coverage. Ski area resorts and transportation can also be linked to further enhance guest experience and safety. A dispatch location can also be IP-networked and connected for instant access to first responders and medical support staff. The radio systems can be configured as required for each ski area's needs.

When you upgrade to MOTOTRBO digital radios, the digital signal often provides deeper coverage across your resort, including valleys and off-trail areas that were previously unreachable with your analog system.

- **Improve safety.** Protect your guests and your staff with instant communication. MOTOTRBO's IP-networked, multi-site systems can provide coverage in previously shadowed areas and back-country bowls. Quickly and easily connect your resorts and first responders. Experience greater clarity with noise suppression which will enhance your communication. The GPS feature locates Mountain Operations staff and equipment, and pinpoints the nearest ski patrol in the event of an incident on the mountain.
- **Increase efficiency.** Digital communication enables your team to remotely monitor and manage situations. Monitor and control equipment from the base. Get alerts of a status change, like unauthorized access to a building, or a pump failure. When you get the speed of digital alerts, you can respond just as quickly.
- **Enhance guest experience.** Deliver premium service with instant communication, anywhere from the top of the mountain ridge lines to your lodges, to your transportation shuttles, and to your dispatch console which can patch in public safety first responders and your medical response teams.



WHY DIGITAL OVER ANALOG? THE REASONS ARE MOUNTING.

- **Better signal range.** Digital signals often provide increased coverage and may be less impacted by terrain interference with the use of forward error correction, a standard feature in MOTOTRBO radios.
- **Improved audio quality.** Leverage the clarity of a digital signal that is far superior to analog. MOTOTRBO features Noise Suppression that filters out background sound.
- **Longer battery life.** The newest Next-Generation MOTOTRBO digital radio battery lasts up to 29 hours per charge.
- **Location service.** Use the GPS-capable digital system to track people and equipment.
- **Greater spectrum efficiency.** Get two talk paths for each individual frequency, so you can use one repeater, not two—thus, saving money on your infrastructure expense.

THE FCC SUPPORTS THE MIGRATION FROM ANALOG TO DIGITAL RADIO COMMUNICATION. THE MOVE IS ON.

GIVE YOUR RESORT A LIFT

Contact your local Motorola representative to learn more about MOTOTRBO digital radios and the steep benefits for your ski resort.



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 **MOTOROLA SOLUTIONS**