



RADIO ALERT:

POWERFUL ALONE. GAME CHANGING TOGETHER.



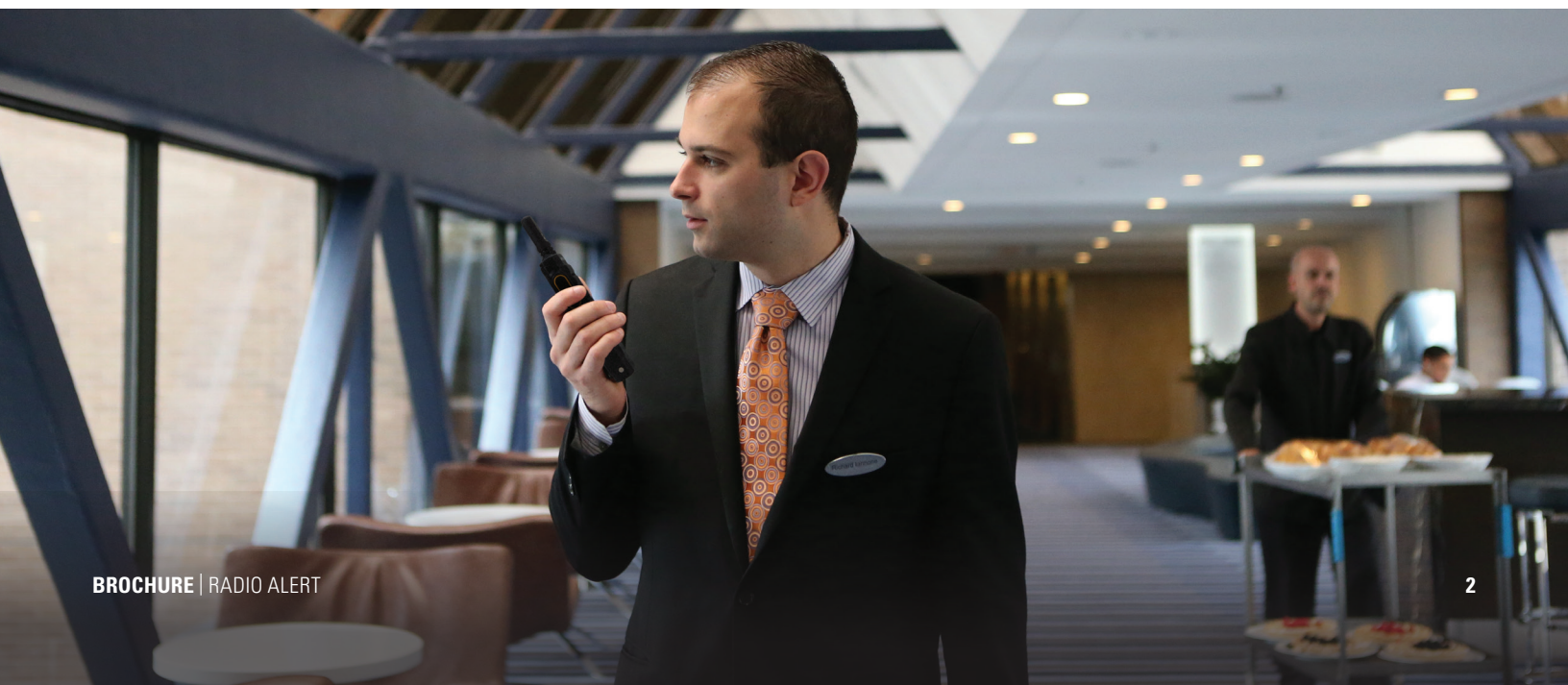


INTELLIGENT VIDEO MANAGEMENT SOFTWARE MEETS RELIABLE TWO-WAY RADIO COMMUNICATIONS

Guest satisfaction. Safety. Brand Loyalty. Productivity. Whether you're in the transportation, retail, hospitality, or manufacturing industry, each one of these priorities requires a reliable and effective communications foundation.

In an increasingly integrated, digital world, communicating quickly, clearly, and effectively is more important than ever before. Yet, as business communications technology evolves and devices proliferate, ensuring seamless, reliable, and clear communication among your staff becomes more difficult.

[That's why instant two-way radio push-to-talk \(PTT\) communication is so important.](#)



BUSINESSES RELY ON TWO-WAY RADIOS: NOW MORE THAN EVER

Two-way radio communication is a key tool among commercial industries. Even with a range of communication technology available, two-way radios continue to be the top communication solution across the transportation, retail, hospitality, and manufacturing industries.

A 2019 survey of commercial markets by Motorola Solutions found that 43% of transportation, retail, hospitality, and manufacturing workers used two-way radio as their primary form of communication, with smartphones coming in second at 33%, followed by IP Voice at 13%, and landline phones at 10%.

In addition, the use of digital two-way radios continues to grow across industrial workplace operations: 70% of manufacturing leaders who took the survey indicated they already utilize digital radios and more than half said they expected to fully adopt digital radio communications within the next five years. Other respondents across transportation, retail, and hospitality industries answered similarly, with a majority indicating current reliance on digital radio as well as plans to increase digital radio adoption.

Why? Radios are rugged, reliable, flexible, and provide instantaneous connection. Digital radios offer even more capability and the ability to run advanced data-rich applications.

43% **Two-way radio** used as primary form of communication

33% **Smartphones** used as primary form of communication

13% **IP Voice** used as primary form of communication



TWO-WAY RADIOS: PURPOSE BUILT FOR YOUR BUSINESS

MOTOTRBO™ Digital Two-Way Radios are designed for a wide range of uses. With a comprehensive portfolio of rugged, reliable models that range from sleek and discreet to more robust options with full keypads and larger screens, MOTOTRBO has the right features for your unique needs:

- » Superior voice quality, with digitally encoded speech capabilities that maintain clarity even in the noisiest environments.
- » Mobility, agility, and collaboration via instant, always-available communication capabilities that keep teams connected wherever they are.
- » Clear, continuous coverage even across large regions.
- » Greater reliability with a rugged design that allows for continuous operations day in, day out.
- » Man-down and override alerts to help you enhance safety across the work environment.
- » More efficient technology with up to 40% longer battery life than analog radio.
- » Flexible service and support options to ensure you always get the most out of your investment.
- » Scalability to accommodate future growth.

These powerful benefits are just the beginning. MOTOTRBO two-way digital radios also provide access to a universe of innovative applications that help unify your teams, streamline communications, protect data, and enhance safety. From alarms and telemetry, to asset management, situational awareness, and messaging, there's an application uniquely suited to your needs.



GOING BEYOND TWO-WAY RADIO: VIDEO SECURITY WITH ANALYTICS AND AI

While two-way radios are vital for seamless, instant communication, video solutions are just as critical to stay aware and secure. Across commercial markets, video security remains key to the safety and security of employees, customers, guests, and property.

In fact,

31% of respondents to the 2019 Motorola Solutions Commercial Markets Survey listed video security as one of the top three technologies required to manage their workplace operations more efficiently.

Plus,

66% of workers across these industries are already using video security solutions today.

Yet not all businesses are using video to its full potential. In fact, the survey found that while 70% of retail businesses employ video security, only 5% are using video analytics. That trend is consistent across other commercial industries surveyed.





THE POWER OF AI: ADVANCED VIDEO SECURITY SOLUTIONS

Advanced video and analytics from Avigilon, a Motorola Solutions company, are transforming the way businesses conduct video security. Avigilon video security and access control solutions provide greater insight and visibility with less effort, utilizing innovative artificial intelligence (AI) capabilities that provide the right information to the right individuals at the just right time.

Avigilon's appearance search capability lets you input key descriptors to find a person or vehicle in minutes, rather than hours. Video analytics and unusual motion detection solutions are designed to learn typical activity patterns and recognize specific movements, flagging unusual events for your review. License plate recognition technology extends the security envelope of your workplace, allowing you to input license plate watch lists for instant alarm notification when a match is detected. The result is enhanced safety, faster response times, and greater optimization of security teams, who no longer need to review hours of video footage for intelligence.





POWERFUL ALONE. GAME CHANGING TOGETHER.

Across commercial industries, it's clear that two-way radio and video use is critical to running a safe and efficient business. With the operational advantages of digital radio and video analytics, adoption is assured to grow across all types of business-critical environments.

That's why we integrated two-way radio communications with video security in one game-changing solution that ensures the right people receive advanced, real-time video information when it's needed most.

INTRODUCING RADIO ALERT

Radio Alert leverages easy-to-use video management software with advanced AI and video analytics and integrates it with MOTOTRBO two-way radios. Users receive Avigilon Control Center™ (ACC) alarms directly from their MOTOTRBO radio system, including real-time alerts related to video analytics, license plate recognition matches, or access control events.

Alerts are instantly dispatched directly to radios via text messages and text-to-voice and two-way confirmation capability allows security operators to immediately acknowledge alerts from their radios, then respond accordingly. The result is faster response times and a far more effective and efficient use of resources. Instead of continually monitoring video feeds on screen, your security personnel can actively patrol your environment, confidently relying on radio alerts to inform them of issues that require further investigation or immediate response.

Radio Alert maximizes the value of your existing technology investment by integrating the strengths of video management software with the reliability of two-way radio communications. Your team stays connected, in the know, and better able to proactively protect people and property.



Avigilon Control Center senses unusual motion, activity, or access control event



Alert is instantly issued to MOTOTRBO radios via text or voice-to-text



Users immediately receive, acknowledge and respond



No need for continuous on-screen video monitoring!

WITHIN REACH: SEAMLESS CONNECTED COMMUNICATION. ADVANCED AI VIDEO SECURITY AND ANALYTICS.

Whether you're in the manufacturing, transportation, retail, or hospitality industry, achieving your business goals depends on seamlessly connecting your workers with the right communications, information, and security technology.

Radio Alert optimizes your operations with the unique combination of best-in-class professional radio technology, together with an advanced artificial intelligence video security and analytics solution.

The result? Game changing productivity. Increased operational efficiency. Enhanced service. And most importantly, peace of mind that your workers have access to the most advanced tools available to stay safe and secure.

WITH RADIO ALERT, IT'S ALL WITHIN REACH.

See how Radio Alert can be a game-changer for your business. Visit, www.avigilon.com/products/motorola-solutions-integrations/avigilon-radio-alert to learn more.





For more information on radio alert, please visit:

www.avigilon.com/products/motorola-solutions-integrations/avigilon-radio-alert

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