

## THE CASE FOR PRIVATE SYSTEMS

The response to Hurricane Wilma did not end with the first and emergency responders ensuring the public's safety. The hurricane's aftermath changed the mission to relief and clean up. This change in mission had no bearing on the criticality of the mission. Lines were down, power was out, streets were impassable and the public needed relief. The ability to effectively communicate and coordinate stressed and limited resources for maximum effect was severely hampered by downed public networks.

Private two-way radio systems have NOT been replaced by cellular, Nextel, or, quite frankly, anything else. In fact, private, professional two-way radio is still the primary and preferred communications technology of choice demanded by savvy business owners, manufacturing and industrial facility managers, transportation, delivery, and service organization dispatchers, school and campus security personnel, and virtually every utility, Public Safety, Public Service, Emergency Management, and Homeland security agency in the country today.

Why? One important reason is that today's professional two-way radios and systems are time-tested, field-proven, and effective mobile communications "tools" offering numerous operational capabilities that can be easily 'customized' for almost any type of application or use. Another is the ability to integrate disparate systems into a seamless and interoperable "mission critical" network.

Generally speaking, public networks like Nextel and cellular are inherently designed on a "one size fits all" basis, and cannot be custom configured for specific coverage requirements or the unique service needs and requirements of individual user groups. This capability is another unmatched "de facto" standard of private radio systems.

Private radio systems are usually not subject to the same types of network accessibility risks, failures, air-time billing or service issues that public subscriber-based systems are typically known for. Operational and management control of a private radio system remains with the equipment owner. The ability to access, maintain, repair, and upgrade are under the complete control of the system owner.

A financial benefit is 'net cost of ownership and use', which, when all is said and done, is significantly less on a long-term basis than is the on-going monthly expense and other 'hidden' charges associated with the use of cellular, Nextel, paging, or other public systems. Do the math - private radio has always been - and continues to be - one of the best long-term cost vs. benefit values available today.

But perhaps the most useful and valuable benefit of private, professional two-way radio systems is their unique one-to-many group communications capability. This allows all members of a work group to simultaneously hear and talk among themselves, and, enables managers, supervisors, and dispatchers to prudently monitor and participate in all on-going group activities as needed. Only private two-way radio provides this group communications capability in a truly cost-effective manner.

In a time when wireless communication devices and choices are as abundant and diverse as the applications and customer bases they serve, one simple fact still holds true - private radio systems can provide instant, reliable, and cost-effective communication in virtually any environment, anywhere, anytime. Public wireless systems usually can't - particularly in local or regional emergencies that tend to tie up their networks when they are most needed.

Whether your needs range from simple job-site business communications to integrating a complex mission-critical voice, data, internet communication system, private radio systems continue to meet - and often exceed - the expectations and challenges placed upon them.

Express Radio has a team of system and network engineers with a combined experience of more than 150 years in mission critical private radio systems. We welcome the opportunity to assist your IT personnel in system analysis, technology viability, grade and quality of service, security, training and deployment.