

# Digital Analog

## WHY GO DIGITAL?

*The world is turning digital*

### BETTER

#### 1 Voice quality

Intelligible speech without noise, static or distortion over a longer distance. Digital technology reduces external background noises during transmission, which makes it ideal for noisy manufacturing and processing plants, or outside in windy conditions.

#### 2 Coverage

While analog signal quality gets worse as you get to the edge of coverage, eventually fading out, digital mode ensures extended usable coverage and your voice is still crisp and clear even in fringe coverage areas.

#### 3 Capacity

Get double the capacity of an analog radio system on the same channel and minimize your licensing costs, which is especially important as your business grows.

#### 4 Privacy

Secure your radio network without voice quality loss. With digital, encryption can be used without degrading the quality of the audio or the range, at which the radio works.

#### 5 Battery life

Communicate longer on a single charge: up to 40% longer battery life than an analog radio, because the digital radio transmitter is not constantly on.

#### 6 Personnel safety

Digital emergency can be triggered not only by pressing the Emergency button, but by Man Down or Lone Worker features.

#### 7 Team work

Talkgroup communications eliminate having to listen to irrelevant communications as was the case in analog.

#### 8 Discipline

Advanced coordination and control opportunities due to the software applications, allowing voice recording and integration with existing radio networks and phone systems.

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### NEW

#### Data services

Enjoy integrated data applications including email, job ticketing, text messaging, and others, which are only available using digital radios.

#### Location services

Track and control your employees, whether they are indoors or outdoors - with a digital radio system you can.

#### Intelligent audio

Don't miss important calls in loud environments: digital radio monitors background noise and adjusts the speaker volume, so you don't have to.

#### Simultaneous operation

Digital platforms and applications enable you to migrate from analog to digital at your pace, while maintaining interoperability between the two systems.