MOTOTRBO™ WEBINAR

OCTOBER 2016

SEAN FITZGERALD
RICCARDO MANZINI
GLENN PARCELL
CLARE McFARLANE

SOLUTIONS MARKETING MANAGER
E&NA GTM MANAGER
DIRECTOR, INTERNATIONAL LEARNING
MARKETING CAMPAIGN MANAGER

MOTOTRBO DP1400
MOTOTRBO DP2000e
MOTOTRBO DP4000e
MOTOTRBO SL1600
MOTOTRBO DP3441e
MOTOTRBO SL4000e
MOTOTRBO DP4000 Ex
AGENDA

• Introduction – **SEAN FITZGERALD**

• Roadmap Update
  • **RICCARDO MANZINI**

• Learning Organisation – Open Registrations
  • **GLENN PARCELL**

• MOTOTRBO DMR Tier III IOP Testing
  • **SEAN FITZGERALD**

• Commercial Marketing Update
  • **CLARE MCFARLANE**

• Applications Showcase: D3M Network Design & Management App
  • **BOB MCCOOK, TELDIO**

• Questions & Answers – **ALL**
# MOTOTRBO HARDWARE

<table>
<thead>
<tr>
<th>Year</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
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<tbody>
<tr>
<td>2016</td>
<td>DP4801/DP4401 Ex UHF/VHF M1 Mining</td>
<td>Enhanced SL4000e, DP4400e, DP4401e, DP4800e, DP4801e (UHF &amp; VHF)</td>
<td>Enhanced DP4400e, DP4401e, DP4800e, DP4801e (300MHz)</td>
<td>Enhanced DP3441e and DM4400e, DM4401e, DM4600e, DM4601e</td>
<td>Enhanced DP2400e, DP2600e (VHF, UHF, 350-400MHz)</td>
<td>Enhanced (300-360MHz) June DP2400e, DP2600e</td>
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<tr>
<td></td>
<td>SLR5000 300-360MHz</td>
<td>Enhanced DP4600e, DP4601e June 2016</td>
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<tr>
<td></td>
<td>Apr 2016</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>SLR8000 UHF (MTR replacement) July 2016</td>
<td>SLR8000 VHF (MTR replacement) July 2016</td>
<td></td>
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<tr>
<td>2017</td>
<td>DP3661e (UHF, VHF)</td>
<td>SL2600 (UHF, VHF)</td>
<td>SLR5000 350-400MHz</td>
<td>DP4000e UHF/VHF SMA Antenna Connector</td>
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<tr>
<td></td>
<td>Q1 2017</td>
<td>Q2 2017</td>
<td>Dec 2016</td>
<td>Dec 2016</td>
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</table>

- DP4801/DP4401 Ex UHF/VHF M1 Mining
- Enhanced SL4000e, DP4400e, DP4401e, DP4800e, DP4801e (UHF & VHF)
- Enhanced DP4400e, DP4401e, DP4800e, DP4801e (300MHz)
- Enhanced DP3441e and DM4400e, DM4401e, DM4600e, DM4601e
- Enhanced DP2400e, DP2600e (VHF, UHF, 350-400MHz)
- Enhanced (300-360MHz) June DP2400e, DP2600e
- Enhanced DP4600e, DP4601e June 2016
- SLR5000 300-360MHz
- SLR8000 UHF (MTR replacement) July 2016
- SLR8000 VHF (MTR replacement) July 2016
- MOTOTRBO Enhanced UHF System MARITIME Certification Sept 2016
# MOTOTRBO SOFTWARE

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Q2</td>
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<tr>
<td>Q3</td>
<td>Q4</td>
</tr>
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</table>

**MOTOTRBO SW R2.6.0**
- 27th May 2016
  - Cap Max
  - Enhanced MOTOTRBO™

**MOTOTRBO SW R2.6.5**
- August 2016
  - Firmware update

**MOTOTRBO SW R2.7.0**
- Dec 2016
  - DMR Tier 3 Next Phase
## MOTOTRBO SOFTWARE RELEASES

<table>
<thead>
<tr>
<th>SW Release 2.6.5 (August 2016)</th>
<th>SW Release 2.7 (December 2016)</th>
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</thead>
<tbody>
<tr>
<td>SL1600 ON Indication</td>
<td>Capacity Max Support for up to 250 sites</td>
</tr>
<tr>
<td>Acoustic Feedback (AF) Suppressor</td>
<td>Adv Trunked System Controller Redundancy</td>
</tr>
<tr>
<td>Language Profile Audio Enhancements</td>
<td>Tier III Phase 2 - Multiple Tgrp Affiliation</td>
</tr>
<tr>
<td>ARS Support</td>
<td>Tier III Phase 2 - Radio Kill</td>
</tr>
<tr>
<td>Radio Management Programming LED Indicator</td>
<td>Tier III Phase 2 - Status Call</td>
</tr>
<tr>
<td>Radio Management Server Non-License Based</td>
<td>Priority Monitor for Capacity Max</td>
</tr>
<tr>
<td>AT Commands for Bluetooth PTT</td>
<td>Single Frequency Repeater</td>
</tr>
<tr>
<td>Spanish Frequency Band Restriction</td>
<td>Wireless Console Initiated Inhibit/Uninhibit</td>
</tr>
<tr>
<td>New Version Scheme</td>
<td>Connect Plus Radio Management</td>
</tr>
<tr>
<td>PCR ACCESSORIES ROADMAP</td>
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<tr>
<td>--------------------------</td>
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</tr>
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<td><strong>2016</strong></td>
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<td>Q1</td>
<td>Q2</td>
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<tr>
<td>MOTOTRBO DP4000e Series TIA4950 Battery May-2016</td>
<td></td>
</tr>
<tr>
<td>Next Generation Heavy Duty Headsets B.T.H May-2016</td>
<td></td>
</tr>
<tr>
<td>MOTOTRBO DP3441e Hi cap Battery PMNN4502, carry case &amp; holster May-2016</td>
<td></td>
</tr>
<tr>
<td>DP ATEX Peltor Side PTT Interface Adapter (shared with TETRA) Q3-2016</td>
<td></td>
</tr>
<tr>
<td>OCW BT RSM Dec 2106</td>
<td></td>
</tr>
<tr>
<td>Next Gen Heavy Duty Headset O.T.H TIA and non TIA Q4-2016</td>
<td></td>
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<tr>
<td><strong>2017</strong></td>
<td></td>
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<tr>
<td>--------------------------</td>
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<tr>
<td>Omni Nexus RSM PMMN4113A (DP4000e, TETRA and ASTRO 25 APX) Q4 – 2016</td>
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<tr>
<td>Omni Nexus DP ATEX RSM PMMN4110A Q4-2016</td>
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# Instructor Led

## BASINGSTOKE

<table>
<thead>
<tr>
<th>Course</th>
<th>Dates</th>
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<tbody>
<tr>
<td>MTS 2/4 Installation, Configuration, Troubleshooting and Maintenance</td>
<td>14-17 November</td>
</tr>
<tr>
<td>Design and Deploy for Capacity Max</td>
<td>28 Nov - 02 Dec</td>
</tr>
<tr>
<td>WAVE Certified Engineer</td>
<td>05-09 December</td>
</tr>
<tr>
<td>WAVE Certified Engineer</td>
<td>12-16 December</td>
</tr>
</tbody>
</table>

## BERLIN

<table>
<thead>
<tr>
<th>Course</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Setting up and Managing your Dimetra IP Compact System</td>
<td>28-02 December</td>
</tr>
<tr>
<td>Troubleshooting and Maintenance of your Dimetra IP Compact System</td>
<td>05-07 December</td>
</tr>
<tr>
<td>MCC7500 Operator and Administration</td>
<td>08-08 December</td>
</tr>
<tr>
<td>Tetra Terminals, Operator, Programming and Maintenance</td>
<td>09-09 December</td>
</tr>
</tbody>
</table>
Useful Information

Learning Management System (LMS)
http://learning.motorolasolutions.com

Website
www.motorolasolutions.com/training/emea

Online Schedule

Director of Learning
Glenn.Parcell@motorolasolutions.com

Learning Channel Manager
Wolfgang.Karner@motorolasolutions.com

LMS Helpdesk
Training.EMEA@motorolasolutions.com
DMR INTEROPERABILITY CERTIFICATION

<table>
<thead>
<tr>
<th>1</th>
<th>STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>TECHNICAL DOCUMENTS</td>
</tr>
<tr>
<td>3</td>
<td>MODES OF OPERATION</td>
</tr>
</tbody>
</table>

- DMR Association (DMRA) works worldwide to **promote the DMR Standard**
  - Motorola Solutions is a **founder member**

- DMRA also runs an **interoperability (IOP) certification** programme
  - Information on the interoperability tests that have taken place **published on their site**

- Interoperability testing can be performed for equipment meeting **any of the Tiers** within the DMR Standard

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CAPACITY MAX DMR TIER III IOP

- IOP testing contains **two elements**
  - **Mandatory** functions eg basic voice services
  - **Optional** additional status and control features

- DMR Standard allows manufacturers to add **additional features** and services to radios
  - Many features offered belong to this group of optional **manufacturer-specific** functionalities eg enhanced Text and GPS services
  - Do not form part of the standard or interoperability testing process

- IOP Process
  - Involved **vendors agree test protocols** between themselves (**mandatory + optional** features with defined IOP test cases they want to include)
  - **Vendors conduct the tests** at their own expense
  - **Vendors submit the test report** to the Technical Working Group of the DMR Association for review
  - If passed, an **IOP Certificate is then issued** by the DMRA and published on their website

**Flowchart Description**

1. Vendors agree feature list and test case (mandatory + optional functionality)
2. Testing conducted by vendors at their own expense
3. Test report and air interface tracing provided to DMRA Technical Working Group for review
4. Capacity Max IOP testing completed and awaiting DMRA review
5. IOP Certificate Issued and published by DMRA

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## MOTOTRBO IOP CERTIFICATION

- MOTOTRBO conventional mode (Tier II) was the **first DMR product to undergo IOP testing** back in 2010
  - Subsequent further testing and **IOP Certificates issued** in 2011, 2012 & 2014

- Capacity Max DMR Tier III IOP **testing has been completed**
  - Now **awaiting review** of the test report by the DMRA

<table>
<thead>
<tr>
<th>DMR Tier</th>
<th>MOTOTRBO Standards-compliant product</th>
<th>MOTOTRBO Value-Add Feature/functionality</th>
<th>MOTOTRBO IOP Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier I</td>
<td>No MOTOTRBO offering</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tier III</td>
<td>MOTOTRBO Capacity Max (open mode)</td>
<td>MOTOTRBO Capacity Max (advantage mode)</td>
<td>IOP testing completed, awaiting DMRA review 2016</td>
</tr>
</tbody>
</table>

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COMMERCIAL MARKETING UPDATE

OCTOBER 2016

CLARE McFARLANE, MARKETING CAMPAIGN MANAGER
MARKETING, MOTOROLA SOLUTIONS
AGENDA

• LATEST END USER CAMPAIGNS
  – TRANSPORT
    • Airport – Marketing Alert
  – HOSPITALITY
    • Hotels – Marketing Alert

• PARTNER ENABLEMENT
  – Co-Branding Wizard
  – Campaign Content
  – Training on Tool (Lence)
AIRPORTS – THE CONNECTED AIRPORT MARKETING ALERT

PRODUCT FOCUS: ST7000, MOTOTRBO, SCADA & WAVE Workgroup Communications

DURATION: Q3 2016 – Q2 2017

OBJECTIVES:
1. Support launch of ST7000
2. Build awareness in the marketplace for all relevant products / solutions
3. Generate sales opportunities
4. Build marketing database

ASSETS:
• 6 x monthly articles (Month 1 - 5C’s of Radio Communication / Month 2 – Introducing the ST7000)
• Solutions brochure – From Drop Off To Take Off (Gated Landing Page)
• Blogs
• 1 x wrap up brochure (combining all 6 articles)

MARKETING CAMPAIGN CHANNELS:
• Monthly eShots to our marketing database
• Promotion across Motorola Solutions social channels – Twitter and LinkedIn
• Airport-technology.com: 3 eShot to database, 1 month homepage promotion, featured article on their weekly newsletter
HOSPITALITY – MARKETING ALERT

PRODUCT FOCUS: MOTOTRBO™

DURATION: Q3-4 2016

OBJECTIVES:
1. Promote the MOTOTRBO refresh radios
2. Build brand awareness
3. Generate sales opportunities
4. Build marketing database

ASSETS:
• Solutions brochure: [Elevate guest experience with MOTOTRBO](Gated landing page)
• 2x one page communication guides. Safety and Security & Efficiency
• Blogs

MARKETING CAMPAIGN CHANNELS:
• Monthly eShots to our marketing database
• Promotion across Motorola Solutions social channels – Twitter and LinkedIn
• LinkedIn Paid social campaign
PARTNER ENABLEMENT

Co-Branding Wizard

• End user campaign material available for partners
  • Verticals: Transport | Manufacturing | Utilities | Hospitality
  • Assets: Email Creatives | Campaign Assets (*whitepapers / brochures/ podcasts / landing pages*)

• Full List of Content Available Here
  [Campaign Content](#) *(promoted in monthly channel newsletter)*

• Training on Co-Branding Wizard Available for Partners.
  *To arrange contact Lence Labourg, EMEA Channel Marketing Manager*
  [lence.labourg@motorolasolutions.com](mailto:lence.labourg@motorolasolutions.com)
OCTOBER 2016

APPLICATIONS SHOWCASE
D3M FROM TELDIO

Bob McCook - Business Development & Partnerships, Teldio Corporation
Network Design & Management Application
Designed specifically for radio dealers & manufacturers
About Teldio

Teldio™ is a premier two-way radio applications developer. The voice & data applications we create for MOTOTRBO™ radios increase productivity and help ensure greater employee safety & security. D3M, our web-application simplifies the process of designing & managing radio networks for dealers.
Introduction

BOB McCOOK

- Co-Founder of Teldio
- Director of Business Development & Partnerships
- Resides in San Francisco, California
Design Your Radio Network & Let D3M Do The Rest

Create detailed network architecture diagrams in minutes!
Users Believe D3M Has...

- **67%** increased revenue & acquire more customers
- **86%** helped build more professional documents
- **86%** enabled their teams to centralize data & collaboration

**100%** would recommend D3M to a friend in the industry

**2-3 HOURS SAVED** in the design & engineering stage of EACH project

% users that believe D3M has improved the following stages of their project life cycle:

<table>
<thead>
<tr>
<th>Stage</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pre-Sales</td>
<td>86%</td>
</tr>
<tr>
<td>Configuration</td>
<td>100%</td>
</tr>
<tr>
<td>Procurement</td>
<td>29%</td>
</tr>
<tr>
<td>Installation</td>
<td>71%</td>
</tr>
<tr>
<td>Support</td>
<td>43%</td>
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</table>

* survey completed by D3M users in May 2016
Some Of Our Many Happy Customers

“D3M has improved the team’s ability to effectively collaborate, increased our efficiency, reduced quoting errors, and increased our level of professionalism.” - Roger Ruby, Vice President

“D3M makes it exceptionally easy, especially in the network environment when a back hall equipment room has multiple connections going everywhere and you need to know exactly where to put what. I can have a technician that has never seen the site, walk in, pull up D3M and know exactly where everything is.” – Jason Ellington, Senior Technician

“All of the projects that I’ve done using the tool, I find them a whole lot less stressful. All the right things are there, everybody is clear on what they need to do, and there is no ambiguity about picking up the wrong things. I think that D3M is the forefront to a project management tool.” - Tom Grady, Technical Services Executive
Who Can Use D3M?

**SALES REPRESENTATIVES**
- Create detailed network diagrams
- Quickly put together sales proposals
- Auto-generate a quote & bill of materials from the diagram (coming soon)
- Live share with customers, techs & suppliers

**MANAGERS/ OWNERS**
- Oversee all project details
- See the status of projects
- Re-assign projects to employees
- When employees leaves deactivate their account & keep their work

**SERVICE TECHS**
- Centralize project data - fleetmaps, system diagrams, codeplugs, contracts & more
- Access project information from anywhere
- Live collaborate with colleagues

**END USERS**
- Customers like seeing what they’re buying and how their network will be deployed
- D3M allows customers to access the project’s details while knowing that they are viewing the most up-to-date data.
D3M Pricing

D3M User Licenses
Cost

<table>
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<tr>
<th></th>
<th>SOLO</th>
<th>CREW</th>
<th>TEAM</th>
<th>STANDARD</th>
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<tr>
<td>1</td>
<td>$550</td>
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</table>

MOTOROLA SOLUTIONS CO-OP APPROVED
Purchase D3M with Motorola Solutions CO-OP Funds

All prices quoted in USD
Let us show you how easy it is to keep your network projects organized, up-to-date, & accessible to your entire team. It’s fast, easy, and secure.

FREE 14-Day Trial

D3Mradios.com