



## Which is the better radio?

The radio at the left is the ICOM F3061, priced at \$895 MSRP. The radio at the right is the ICOM F33GS priced at \$415 MSRP. Both radios have 5 watts of power, lots of channels, priority scan features, built in paging, LCD Display, MIL-SPEC 810E specifications, a 2 year warranty, high capacity memory free battery, rapid desk charger and top mounted channel control knobs. The F33GS is less expensive, so why wouldn't everyone choose this model? You can review the specifications on the F3061 at [www.info4u.us/F3061.pdf](http://www.info4u.us/F3061.pdf) or the F33GS at [www.info4u.us/F33.pdf](http://www.info4u.us/F33.pdf). So, what's the best choice?

If they basically do the same thing, why would anyone pay twice as much for the F3061? There are a number of good reasons – one of them being that we are offering special 2-FOR-1 pricing through September 30<sup>th</sup> on the F3061. That's right! You pay the regular price of \$895 for your first F3061 and your second unit is FREE! That equates to a net cost is just \$447 only \$32 per unit more than the lower priced F33GS!

Now, the question is, *Why is the F3061 worth over twice as much as the F33GS?* Let's start with the fact that the F3061 incorporates the latest audio engineering technology. In simple terms, it just sounds better. The larger LCD is a plus as well, with easy to read characters and more user information. The batteries last longer, and it can talk further. Interference from other users is virtually non-existent and it meets all FCC technical requirements beyond 2018! That's a BIG difference – certainly worth a \$32 price difference – wouldn't you agree? So the question is – *How does the F3061 do all these things that the F33GS cannot?* In a word – IT'S DIGITAL!

The F3061 is our most affordable radio with both analog and digital capabilities. It can operate at 25, 12.5 or 6.25 kHz channel spacing in either an analog or digital mode. In the digital mode, all communications are completely private, free from scanner reception. Digital communications are loud and clear in fringe areas where conventional radios fail. Batteries last longer because there is less current drain. Reception range is enhanced since the natural noise associated with ordinary radios is eliminated! Best of all, you don't give up a thing! You can still operate on your old analog channels while making an orderly migration to digital, or if you prefer, just use digital for tactical use.

The F3061 is trunking compatible. If you would like to know more about trunking please visit [www.info4u.us/Trunking.pdf](http://www.info4u.us/Trunking.pdf). The F3061 also incorporates a special feature known as *Voting Mode Scanning*. Most of us think of scanning for use in picking up an active channel. The alternate use is to allow the radio to automatically select the closest tower for best performance. You never have to remember to switch channels on systems that use multiple transmitting towers. The F3061 can do it for you!

Now – here's the bottom line of what value is all about! The F3061 is simple to use, built to last, and performs when you need it. You get the maximum coverage possible with loud and clear audio (you have to hear it to believe it!). It talks further, sounds better, and the batteries last longer. Let us put it another way, compare the F3061 with ANY non-digital radio – it will outperform them all regardless of brand, model or price!

And, by the way, if you would like an overview of the 50 year plus tradition of ICOM, we invite you to visit [www.icom.co.jp/world/products/video/index.htm](http://www.icom.co.jp/world/products/video/index.htm). You'll learn why ICOM is a company that can serve your present and future needs. This is an eight-minute video presentation that provides an overview of yet another ICOM product – the F3021 series. If you are looking for a P25 type digital radio, we invite you to visit [www.info4u.us/tradep25.pdf](http://www.info4u.us/tradep25.pdf). For the best in technology, prices, and service, there is only one name to know – Falcon Direct, and one number to call – 1.800.489.2611.