

Happy Golfers = Happy Course Managers!



We can make BOTH of you happy!

FalconDirect



Wireless Products and Services Especially for Golf Courses

FROM

Falcon Direct

We've been serving the needs of golf course management for a long, long time! Our focus is on saving you money through more efficient operations management and helping you make more money by enhancing guest services. Here's an example of what we do.



For over 20 years, we were a leading provider of the now discontinued Motorola *PeopleFinder*[™] and the *GM300* repeater used as a part of the Hunter, Rainbird, and Toro sprinkler control systems (among others). Many users are now finding themselves facing outrageous cost proposals to update these systems to narrow band operating standards as required by the FCC. Many users feel they have no alternative but to pay the price for upgrading. The good

news is that we can give you the option of upgrading or replacing with significant cost savings. You don't have to be the victim of a sole source supply situation! Just give us a call at 205.854.2611 for affordable alternatives!

2-way radios have long been used by maintenance personnel, both for sprinkler control and for direct communications with administrative personnel as well as with each other. Many of these radios were replaced with cell phones which have proven to be much more expensive, and actually less efficient than privately owned airtime free 2-way radio systems. The new generation of 2-way radios are affordable, efficient, and reliable as you will see when reviewing the information contained in this booklet.



Radio call boxes are becoming increasingly popular to enhance player services and to increase revenues. A single call box, located on the 9th and 18th greens with wireless connection to food and beverage services can quickly pay for itself. No electrical connections are required - just mount it to a pipe or pole and you are ready to go with an investment of less than a thousand dollars!

Speaking of guest services, airtime free pocket pagers can be assigned to players to let them know of emergencies when they are out on the course, to assign start times, for notification when food, beverages, carts, or when the valet has their vehicle ready. For emergency mass notification (approaching storm, etc.) we offer a truly unique product known as the *LoudMouth*, a wireless long range PA system. It could be a life saver!



You can read about these products, and more, on the following pages. For now, we hope that we have provided some ideas that will be beneficial to your course operations. In closing, we might point out that we offer a full line of digital radio equipment if you would prefer digital technology. At this time, we favor analog for flexibility, cost, and adaptability for special requirements, but this is only our opinion. In the long run, our job is serving you by meeting YOUR needs as best we can. We hope you will give us the opportunity to accomplish that objective!

The Falcon Team
At your service!



The Ultimate Wireless Communications System

There are six basic wireless systems commonly used for administration, guest services, maintenance, and security as follows:

- 1) Administrative radios (UHF, VHF or 900 MHz) Portable and Fixed stations
- 2) Sprinkler control radios (Normally UHF)
- 3) Clubhouse to guest or supervisor notification systems (Mostly UHF)
- 4) Golf course and/or Parking Lot Wireless Call Box Systems (VHF or UHF)
- 5) Wireless PA systems (VHF or UHF)
- 6) Dial access radio telephone systems

FCC Licensing

An FCC license is required for administrative radios, sprinkler control radios, club house, and wireless PA systems operating in the UHF (450-470 MHz) frequency range. The cost for licensing is \$700 or \$500 if you have a 501C (Copy required) for a 10 year authorization providing for use of up to five frequencies that can be used either for simplex (direct) or repeater operation (one pair of frequencies required for a repeater). Repeaters are generally not required except rarely for larger courses use. Five VHF frequencies are available for unlicensed use for administrative, call box, and notification systems.

General Recommendations

Unlicensed VHF is ideally suited for commercial, institutional, recreational, retail or public safety use of security radios and emergency assist systems as well as door call, wireless PA and call box systems. If you also plan to use a wireless guest or supervisor notification system, it is necessary to obtain a license since these devices cannot be used on a VHF unlicensed frequency.

As a general rule, UHF works better inside buildings than VHF. If you are considering more than one system (administrative radios or admin/guest notification system), we would recommend that you go ahead and get a 5 channel UHF license. The processing time with the FCC can take up to 60 days. That's the bad news. The good news is that you can operate on our nationwide itinerant license while you are awaiting approval of your own license. In most cases, we can apply for the same frequencies on your behalf that we use.

For smaller organizations contemplating the use of only administrative radios, VHF license free operation can be a good choice. If you do decide to apply for a license, we will need three things beginning with a \$700 check payable to Falcon Direct, Inc. or \$500 plus a copy of your 501C if you are operating as a non-profit organization. We will also need a signed FCC Form 601. A copy of this form is available at www.info4u.us/FCC_Form_601.pdf. Just complete the last page of the form, sign, and return the signed page to Falcon Direct, Inc. – Attn: Burch Falkner – 36-20th Avenue NW – Birmingham, AL 35215. Lastly, we will need your FEIN number for your organization emailed to us at ServingU@falcondirect.com.

Portable and Fixed Station Radios – Licensed & Unlicensed



UHF Pro Grade Club House Radios (Requires FCC License)

Your best choice in Pro Shop, Food & Beverage, General Administration and Valet service radios is the TC Series by Hytera (the third largest manufacturer of 2-way radios in the world). The TC-320 UHF (450-512 MHz) personal 2-way radio is well suited for all applications but course maintenance use. More information is available at www.info4u.us/TC-320.pdf. The price is right - just \$149 including antenna, high capacity rechargeable battery, charger, programming of up to 5 channels, and shipping. This radio requires an FCC license (See previous page). A lightweight headset is optionally available for only \$29 more. These radios can be ordered on line at www.falcondirect.com/EZShop3.

UHF Long range Radios (Requires FCC License)



One of the smallest and toughest 2-way radios available is the TecNet TP8000 series. Available in either VHF or UHF, these radios are available in two models. The Bluetooth model is supplied complete with a wireless lightweight headset with lip microphone for \$369. The standard model is supplied with an ultra lightweight surveillance earpiece with lapel microphone (shown at the left) is priced at \$299. With 4 watts of power, a 15 hour battery life, up to 512 channels, and a 3 year warranty, this radio is ideal for administrative and maintenance personnel. You can purchase on line at www.falcondirect.com/EZShop3.

License Free VHF Portable Radios (Ideal for use with Call Boxes)



The American made VHF (151-155 MHz) Ritron JMX-141D is available that is FCC type accepted for license free operation. Only one other major manufacturer offers radios acceptable for use on the five MURS channels authorized by the FCC for non-licensed operation. The JMX comes pre-programmed with MURS channels installed, privacy tones, and even a built in weather channel. The price is \$189 complete. More information is available at www.falcondirect.com/LicenseFree.htm. You can order on line at www.falcondirect.com/EZShop3.

License Free VHF Fixed Station Radios for Pro Shop, Reception Desk or Restaurant (Ideal for use with Call Boxes)



The Ritron Patriot base station is available in either VHF or UHF models for both licensed or unlicensed VHF MURS use. These stations are ideal for fixed locations as you will see in this video: www.youtube.com/watch?v=KvpvcoowqIM. Maintenance cost is lower and there are no batteries to replace. Additional information is available at www.info4u.us/jbsbase.pdf. You can order on line by going to our web store link at www.falcondirect.com/EZShop3. The price is just \$299 complete with antenna.

License Free 900 MHz Portable Radios – Great for F&B Servers



Falcon Direct does not offer consumer type CB, FRS, or GMRS radios since we serve only commercial, institutional, and governmental users (See www.mursradios.com for more information). However, we do offer a good quality license free radio that is ideally suited for food & beverage use. We'll even let you try a pair if you wish (See our trial evaluation policy at www.falcondirect.com/Trials). The price is right - just \$125 per PAIR! See: www.info4u.us/TSX300Combo.pdf for more info. Order on line at www.falcondirect.com/EZShop3. (Note: Not compatible with other radios or systems)

Guest Services

Wireless Radio Call Boxes for Course Services or Parking Lot Assistance



The XT Wireless 2-way Call Box provides direct communications from those requiring assistance in the parking lot, on the course, or almost anywhere on your premises. These battery powered units mount almost anywhere - on a wall, recessed in brick or boards, on posts or fences with no electrical connection required!

Both VHF Unlicensed and UHF models are available at the same low price of just \$995. The XT Call Box is compatible with all of VHF and UHF portable and fixed radios as well as our repeaters. Additional information is available on line at www.falcondirect.com/callboxes. If you are ready to order, you can place your order through our on-line store directory at www.falcondirect.com/EZShop3.

Quick Assist gets help in a hurry!



A simple push-of-a-button immediately transmits a voice message directly and discreetly summoning radio-equipped personnel to the guest desk, pro shop restaurant or cart rental. These battery operated call boxes can be located anywhere, inside or outside to call for assistance when required. Additional information is available at www.falcondirect.com/quickassist. Choose from unlicensed VHF or licensed UHF models. The price is the same - just \$325 for the standard *Quick Assist II* or \$373 for the long range *Quick Assist I*. Both units are user programmable! To order on line, please visit www.falcondirect.com/EZShop3.

Wireless Notification Systems

PageMate guest/supervisor paging system



New *PageMate* system is ideal for quickly contacting administrative personnel or guests. Administrators and/or guests can be instantly notified if they are needed in the office at the touch of a button. A complete system with sending unit, 10 personal page receivers and a 25 unit pager storage charging rack is just \$1,364. Add additional personal pagers for just \$79 each. More info at www.info4u.us/PageMate or order on line at www.falcondirect.com/EZShop3.

LoudMouth Wireless PA system speaks out for you!



When you need to get an emergency message out to large groups of people whether indoor or outdoor, *LoudMouth* is your solution! Better yet, you can broadcast your message over your PA system and/or through wireless speakers directly from your 2-way radio! Additional information is available at www.usa-radio1.com/prices/loudmouth. Choose from a wireless add on unit for existing PA systems, a stand along wireless PA with speaker(s) or a complete package including a license free control radio. Prices start at under \$600! To order on line, please visit www.falcondirect.com/EZShop3.

Liberty UHF Repeater

Extend personal communications range with a Liberty Repeater!



Large golf courses often have effective communications between fixed stations and portables but lack adequate coverage between personal 2-way radios. There is a simple and affordable solution. It is called a *Liberty Repeater!* Additional information is available at www.falcondirect.com/uhfrepeaters. These repeaters are available for licensed operation in UHF with 2 watt (\$915) or 5 watt (\$1,065) power ratings. To order on line, please visit www.falcondirect.com/EZShop3.



Sprinkler Control Radio, VHF or UHF

Most popular sprinkler systems have a wireless control function that allows a portable 2-way radio equipped with a DTMF (Touchtone™) dial pad to selectively turn sprinkler heads on and off. The TC-780 is affordably priced at just \$442 and is well suited for this use. The TC-780 is compatible with either VHF or UHF licensed 2-way radio systems. To order on line, please visit www.falcondirect.com/EZShop3.

Telephone Dial Access System

Access your 2-way Radio System from any telephone



Optional JBS
Series Radio
\$299

Sometimes it is beneficial to provide public access to private 2-way radio systems to allow calls for assistance by telephone. This can be accomplished by adding a telephone dial access terminal to a fixed office 2-way radio such as our JBS Series UHF office station and a direct connection to a telephone line (not to a PBX extension - a direct phone line is required).

As a general rule, telephone to radio connectivity can be useful if the phone users understand that the system is Push-to-Talk and Release-To-Listen, not simultaneous or duplex communications as would be the case with regular telephones. Telephone to radio calls are conducted in the simplex or half-duplex mode (I talk - you listen, and vice versa).



Telephone Dial
Access Terminal
\$499

If the telephone caller is a staff member, this system works well. It is not well suited to answer calls from the general public and it is not meant to replace cellular phone service. Call initiation by the radio user is not recommended since the real benefit of this system is extending radio access to staff members.

The Price is right - Just \$495, plus the cost of the associated radio (Add \$299 for our JBS Series radio). See www.falcondirect.com/EZShop3 to order this item on line. Any radio FCC certified for Part 90 operation in the VHF or UHF licensed frequency bands is acceptable. This product can not be used on unlicensed MURS frequencies.

Thank you for your interest in our wireless products and services for golf courses. If you have any questions, or special requirements, please give us a call or drop us an email to ServingU@falcondirect.com.