

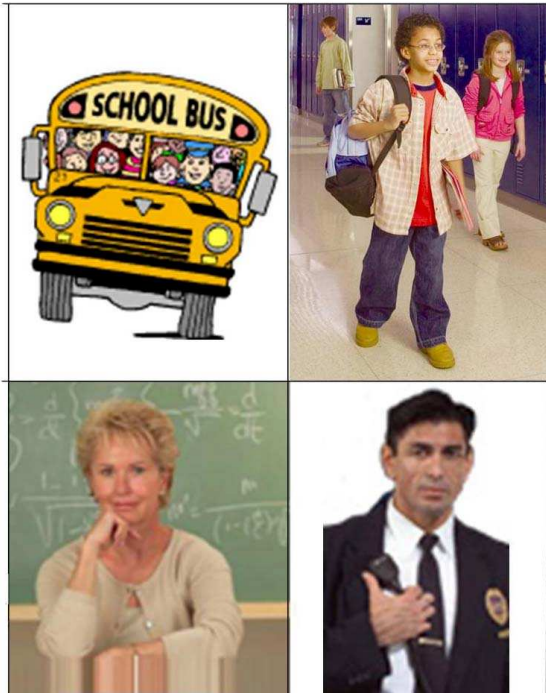
WE KNOW HOW TO KEEP KIDS, TEACHERS, AND DRIVERS SAFE!



Next to a big brother, we may be the next best choice to keep kids safer!



Next, you add one or more CS100 radios for use by the receptionist and key school administrative personnel. The CS100 is easy to use, small, lightweight and durable. With these radios, you can coordinate everyday activities like bus loading while having the ability to get help in a hurry when needed. **CS100 is priced at just \$149!**



We offer a number of different ways to make schools safer. There are a number of different ways to start as you will see as you review this quick planning guide. If you want more detailed information, please visit our public safety web site at www.public-safety-communications.us or our school web site at www.safe-schools.us. For now, let's review a recommended plan of action.

The first thing to do is to establish a working relationship with local law enforcement agencies (county or municipal as applicable). We can assist if you wish. The goal is provide instant communications with law enforcement via 2-way radio when help is needed, supported by a wireless communications system for school use.

Most law enforcement agencies use VHF radio systems. These are well suited for outdoor long range use. School communication systems are normally based on the use of UHF systems optimized for building, campus, and bus use. Unfortunately, UHF doesn't ordinarily work with VHF. The MK-II shown below is a notable exception.



With an MK-11 assigned to the school principal, it is possible to talk on UHF on the school radio system AND with local law enforcement at the touch of a button (assuming a working agreement has been developed). **The MK-11 is just \$149!**



In the front office, you might want to consider a fixed 2-way radio such as our Z-Call. It has longer range than battery powered portables, no batteries to replace and is less likely to "borrowed".

The Z-call has the ability to call for help by just pressing a button to send an alarm to other radios on the premises. **The price is only \$369!**



All of our radios, both portable and fixed are compatible with the LPA wireless intercom controller. This unique device connects directly to your school PA system. At the push of a button, a message can be broadcast over the school PA system directly from any radio on the premises. **The price is \$687!**

At this point, we have the ability to communicate directly with law enforcement agencies, coordinate with other personnel on the school premises, call for instant assistance, and initiate an immediate lockdown with seconds! Better yet, the total cost for an MK-11, three CS100's, a Z-Call and an LPA for just \$1,652.

With our optional FastFunding program, the cost would be just \$33 per month. And if you think that is incredible, wait until you see what else we can do. We're just getting started!



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Front office safety is an important consideration in developing a school safety plan. We've got you covered starting with a centralized emergency call message transmitter. Available in VHF or UHF, the *SiteAlert* can be used with up to 4 personal wireless call buttons as shown below. The **Price is just \$723!**



Each call button has a designated code. When activated, the *SiteAlert* receives the code, then sends a voice message over the air to users

equipped with VHF or UHF radios to notify them of an emergency condition and location. Typically, the receptionist and principals office is provided with a call button to broadcast the message to other radios, or optionally through the school PA system with the aforementioned LPA unit. The call buttons have a range of up to 90 feet away from the *SiteAlert* call box. The *SiteAlert* radio range is equal to a high powered personal 2-way radio. **The price is \$49 each!**

We can provide even more sophisticated personal calling systems for classroom use. For example, we have a computerized calling system that works with a special version of our CS100 radio that can send text messages and emails to cellular phones as well as 2-way radios. More information is available on request.



If you are looking for controlled access, we have the ultimate in coded keypad and remote wireless access. We call it the *XT Callbox*. Put one of these at the front door and you access entry solution is at hand! School

personnel can punch in a code to release magnet door switches (not included). Visitors can use the XT as a wireless intercom and any 2-way radio user can let them in! **Just \$1,395!**



A battery powered version of our XT series call box can be located for outside areas where students or faculty may need help in a hurry. These call boxes can be mounted virtually anywhere and the **price is right, just \$ 995!**

Mounting post and installation is not included but this is a simple task for your building maintenance personnel. No electrical wiring is required, and the batteries (6 "D" Cells) normally require replacement only once a year. The "box" will call you let you know when battery replacement is needed.



When you need to get a message to faculty and students who are outside the building, we offer a self contained wireless PA unit that requires no wiring. It's called the *LoudMouth!*

Put one on the playground and the bus loading area and you are in business! No wiring is needed. LoudMouth is controlled by your 2-way radios. All you need is an AC receptacle for power. **LoudMouth is priced at only \$698!**

Note: All of the products described thus far are analog. Some law enforcement agencies may use digital radios. We can provide an interface to any digital radio including MotoTRBO, NXDN, and P25.

Without getting into specifics, let us just say that we have a MotoTRBO compatible radio for as low as \$399, NXDN compatible radios are \$499, and P25 compatible radios are available in either VHF or UHF for \$1,299 or 700 MHz trunking portables compatible with both Alabama and Mississippi statewide systems for \$1,895. Now, let's move on to the next area requiring student and driver safety - the buses!



School bus safety is every bit as important as school safety. Unfortunately, many schools rely on cellular communications which don't offer the coverage or features of a private 2-way radio system. The reason for this is E-Rate funding.

For some reason, E-Rate funding will pay for cell phones, but not radios. In many areas, E-Rate will pay up to 90% of the cost of cell phone service which is a bargain, but NOT if it is not doing the job it should. Additionally, the cost goes on forever whereas radio can be paid for with no continuing cost. In Alabama, the cost of radios can sometimes be paid for through the transportation budget or legislative funding.

Extended payment plans such as *FastFunding* can defer the cost over several years. In short, there are lots of payment options and many good reasons to consider 2-way radio on buses.

A typical analog bus system will cost around \$7,500 for a centralized repeater station. Generally a single repeater can often provide coverage over an entire county, but not always. We recommend that you budget for TWO stations for a total of \$15,000. A digital repeater station costs the same as analog. The difference is in the cost of the bus radios.

An analog bus radio will cost around \$550 installed (\$150 less if you do the installation yourself). A digital mobile such as our Hytera *MD782* models will cost around \$200 more, but they DO a whole lot more!

For example, a Hytera digital radio system has built in GPS which means you can pinpoint the location of a bus at any time. A driver can press an alert key, without saying a word, to send a distress message and report his location (which you can then follow on any device with internet connection!). Want to know more? Just give us a call at 800.489.2611. You'll be glad you did!