

# A short story.....

Several years ago, Midland International was going through an identity crisis. The company had changed from a premier supplier of public safety communications products. Today, as then, they are a leading supplier of consumer radios (CB, GRS, and GMRS) as well as weather alerting receivers. The company was under new ownership by a Canadian group who stripped the company of its resources, lost many key people, and focused only on maximizing profits.

Then, the company was rescued by an entrepreneurial investor with roots in China and Israel of all places. He brought back the key people, continued to grow the consumer business, and made a renewed commitment to provide the best public safety communications available anywhere. This began a search to study future trends in communications, a review of available technologies, and the development of a relationship with a key technology partner.

Several patterns were apparent. Public safety communications was rapidly converting to digital, more rapidly in Europe, Israel, and the Orient than elsewhere, and the dominant technology worldwide was, and is, what we call P25 – not the modified quasi standards offered by M/A-Com and Motorola (Notably SmartNet and EDACS) which are digital, but not open standard P25 technology. Other countries were enjoying the benefits originally envisioned for P25 – Increased production volume based on a common standard, lower production costs based on higher volume, and a technology that could migrate to higher standards as required.

So who do you think had the best product? Surprisingly, it turned out to be Turkey through a manufacturing facility funded by the Turkish government, managed by American trained executives and engineers. The product is so far ahead of anything available in the USA that it is simply beyond comparison. We'll tell you why shortly. For now, let us just say that it was developed for the Turkish military for use in some of the most challenging environments in the world – ranging from scorching hot deserts to sub zero mountain terrain.

Now the word is out and US Federal agencies are quickly turning from the old, bulky, expensive offerings of traditional suppliers to portables that weigh in at just 7.5 ounces, yet offer up to 16 hour battery life, provide on the fly field programming with no PC required and are fully compatible with both analog and digital radio systems. The base stations require no cooling fans, even though they are rated for continuous duty operation at 110 watts, and when we say continuous operation, we mean continuous , not in terms of minutes or hours, but days!

The mobiles can be programmed with the same software as the portables and repeaters and the programming is interchangeable between all units! Best of all, all equipment is designed for multi-mode operation (i.e. all units, including the repeater can handle both analog and digital communications ON THE SAME CHANNEL!

This incredible product is now available in the USA through Midland Land Mobile Radio and Falcon Direct and if you would like a demonstration, we are as near as your phone – just give us a call at 205.854.2611 or toll free at 800.489.2611.