

We've got your radio and a whole lot more!



from



Alabama State Contract No.
T300 – 4007523



FALCONDIRECT
We keep you connected!

Phone 205.854.2611
Toll free 800.489.2611
Fax - 205.853.6178

Email - sales@falcondirect.com
On the web at www.midlandradios.us



Midland Land Mobile Radio has maintained a high profile presence in wireless communications since the 70's as one of the largest suppliers of CB, FRS, GMRS, and Marine radio in the USA. Midland commercial and governmental 2-way products are known for performance, quality and value, with many thirty-year-old radios still in operation today.

A new commitment has been made to focus on the special needs of governmental users with the introduction of a full line of P25 digital radio equipment along with the traditional 2-way models that are designed to fit a variety of needs and budgets.

We are delighted to have been selected as a part of the Midland Premier Channel Partner team as the indirect distribution system is reorganized to work with just a few marketing partners in each state rather than two or three dealers in every city. This select distribution team allows Midland to reduce operating costs while simultaneously providing more support to their dealer network. The savings are passed on to YOU!

In this brochure, we are putting our cards (should we say radios?) on the table with selected models available on the Alabama State Contract with savings of 35% over regular prices. The complete contract is available at www.info4u.us/midlandcontract.

Additional product information is available at www.midlandradios.us, or give us a call at 800.489.2611. *The Falcon Team!*

It all starts.....



with a rugged, reliable and affordable portable radio like the PL5000! Compare it to the Kenwood TK2180 or Motorola PR400, and then check out the Alabama State Contract price!

The Texas Correctional System checked out the PL5000. They must have been pleased – they now have over 3000 in service! The MIL-SPEC rated PL5000 is available in VHF or UHF with 5 watts of power in VHF and 4 watts in UHF. You get 32 channels, priority scan and a large, easy to read LCD. **The Alabama contract price is just \$194.35 with standard rate desk charger and a 3-year warranty.**

Shipping to any location in Alabama is just \$10. We will program the PL5000 to your specifications for \$25 or you can purchase a PC programming kit for just \$66.30! Add a heavy-duty speaker microphone for \$59.80 or a nylon swivel case for just \$20.15. Nobody else even comes close! Specs are available at www.falcondirect.com/PL5000.



Need a first class mobile at a great price?

The ML3200 Series mobile gives you 45 watts in VHF or 40 watts in UHF for **\$207.35** including microphone, mounting bracket and power cable. This incredible radio has 32 channel scanning capability, built-in weather alert – even a squelch control! Shipping to any location in Alabama is just \$15. We will program the PL5000 to your specifications for \$25 or you can purchase a PC programming kit for just \$66.30! A good rooftop antenna adds \$25.



70-Watt dash mount mobile for just \$298.97!

The Midland Olympian MO-7128 is the most powerful and affordable mobile available in the USA! Compare this radio to ANY dash mount mobile at any price! Meets FCC narrow band standards with 128 channels, priority scan and MIL-SPEC 810 reliability. At **\$298.97**, it's in a class by itself! Shipping to any location in Alabama is just \$15. We will program the PL5000 to your specifications for \$25 or you can purchase a PC programming kit for just \$66.30! A good rooftop antenna adds \$25.



When you need real power (like 110 watts), you need a TITAN!

TITAN is our top of the line conventional radio by Midland. Get the 110 watt TITAN dash mount mobile with 12 character LCD display for just **\$1,196** complete with microphone, mounting bracket, and 12 volt power cable. Add \$650 for the vehicular repeater option and your portable radios can talk back with 110 watts of power! Shipping to any location in Alabama is just \$20. We will program the PL5000 to your specifications for \$53.65 or you can purchase a PC programming kit for just \$78.65! A good rooftop antenna adds \$25. If you prefer a rear mount model, add just \$150. Ignition sense ON/OFF option adds \$39 for any model.

Need a dual band radio with both VHF and UHF capability using a single control head? Not a problem with the TITAN dual band model. Your price is just \$2,196.35 plus options above.



DIGITAL

In communications, the trend is to digital, not just any digital technology, but in particular the federal standard approved APCO-25 or P25 standard REQUIRED for use by all federal agencies.

You can learn more about P25 and what it would be a good move to start migrating to P25 NOW. You can learn more about P25 by going to www.info4u.us/APCO25. For now, we would like to share a few of the special Midland product offerings especially well suited for public safety use.



Introducing..... America's most powerful and affordable P25 base station!

Nobody can beat the power, price, or performance of the Midland Base Tech III analog/digital P25 base station. Take your choice of 60 or 110-watt VHF models in desk or cabinet housings in conventional or repeater modes. It's the ONLY base station offered with a 5-year standard factory warranty and the ONLY high power station that requires no fans! This station is simply without comparison!

For a 60 watt, 500-channel station, complete with cabinet for operation in the direct or repeater mode, your price is only **\$7,845.50!** Price includes programming and testing. If you are authorized by the FCC for high power operation, add just \$572 to increase the power to 110 watts. If you prefer repeater operation, add the optional duplexer for \$1,885. Add \$500 for shipping and programming. UHF models – same price. Antennas and accessories are optional. Call us at 800.489.2611 for a quote.



Here's your next mobile!

There is only ONE digital standard that allows a planned migration from analog to digital and that technology is P25. Within just a few years, all radios will be digital. If you spend a few dollars more to purchase digital radios now, you will benefit from greater range, enhanced features, privacy, less battery drain and more, plus you can still communicate with your current radios.

Digital radios cost a little more than analog. For example our P25 capable 50 watt 999 channel STM series mobile is **\$1,495** for the dash mount model or \$1.695 for the remote mount model. This may appear to be a little expensive, but if you want a real case of sticker shock, check out the prices of other P25 suppliers like E.F. Johnson, MA/COM, and Motorola.

Our price includes radio, mounting bracket, microphone, and power cord. Add \$20 per radio for shipping and \$25 for an antenna if needed. We will program your radio for \$75 or you can purchase a PC programming kit for \$227.50.



Here's your next portable!

If you ever use the 7.5 ounce 999 channel, keypad programmable STP series portable, you'll never be satisfied with anything else!

The STP costs a little more than conventional radios (**\$1,295** but it's worth the difference. Compare it to other P25 portables – you'll see!

A 3 year warranty is a nice touch and an affordable (\$227.50) programming kit that is compatible with Midland P25 mobiles and stations is a really money saver! If you prefer, we'll do the programming for you for \$75. Throw in \$10 to ship and you are ready to go!