



**FALCONDIRECT**  
We Keep You Connected

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## Product Profile

# MOTOTRBO



New UHF radio system doubles channel capacity and provides voice, data, & GPS!

For several years we have been telling all who would listen, that private wireless communications was on the fast track to digital. We did not support the *universal standard P25* technology or third party service with monthly usage charges. We still don't! We believe the free marketplace will determine the practical migration to digital technology. The new Motorola MOTOTRBO system is efficient, affordable, and provides the practical features required by the majority of public safety users. We like MOTOTRBO. We think you will too!

In January of 2007, Motorola made the long awaited announcement that shipments of a completely new radio system known as MOTOTRBO would begin in February. The difference in MOTOTRBO and other Motorola radios is dramatic. Unlike the proprietary digital systems for the 800 MHz frequency band, MOTOTRBO is available for use on conventional UHF radio channels. It is fully compatible with existing wide band 25 KHz radios or the new 12.5 kHz narrow band channels that become mandatory in just a few short years.

As many of our readers know, we have long maintained that analog systems suffer major performance degradation when operated at 12.5 kHz. In order to maintain operating performance equal to the older 25 kHz systems, the 12.5 kHz system must operate in a digital, rather than an analog mode. We are not alone in this conclusion. There are a number of other compelling reasons to convert to digital including longer battery life on portables, privacy, enhanced channel capacity, text messaging, and GPS vehicle location reporting to name a few.

The Catch-22, at least until now, has been high cost (think ASTRO Digital) and the inability to provide backwards compatibility with analog systems. MOTOTRBO is a reasonably priced alternative to conventional top quality radios. We are not allowed to advertise prices on Motorola branded products on the Internet, but we can say this – If you are currently purchasing conventional Motorola products such as the MTR2000 repeater, CDM1500 mobiles and PR860 or PR1500 handheld radios, you will not be unhappy with the prices of comparable MOTOTRBO models. You can learn more about the MOTOTRBO system by clicking [here](#).

A brochure is available by clicking [here](#). Additional information is also available at <http://falcon.radio-dealers.com>, a special web site that we maintain exclusively for Motorola products.

You can obtain local area pricing by entering your Zip code if you are in the Birmingham, Alabama metro area. If you would like a demonstration of MOTOTRBO or a price quotation, please complete and return our quotation request form which can be downloaded by clicking [here](#). You're going to like MOTOTRBO!

Thanks for visiting with us. We look forward to serving you! By the way, if you are not on our mailing list, drop us an email to [sales@falcondirect.com](mailto:sales@falcondirect.com) and request a free copy of our monthly newsletter. We think you will find it interesting! A sample newsletter is available by clicking [here](#).

The Falcon Team  
*At your Service!*

***Our business is serving the needs of those who serve others!***

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