

Case Study

Radio Links
Communications Ltd

GROUP OF COMPANIES

Two Site Digital Trunk Radio System ICC and NIA Birmingham

Customer Profile:

Industry Sector

Conference and Exhibition

Company

The NEC Group - ICC NIA

Technology Partners

Motorola DMR

Products Supplied

MotoTrbo DR3000

MotoTrbo DP4800

MotoTrbo DM4600

TRBOnet Dispatcher

Solution Features

New Digital technology

Intelligent channel sharing

IP linked trunked radio

Selective calling portables

Solution Benefits

Serves multiple user groups

Reduces busy channel issues

Lower Ofcom licence fees

One-to-one radio calls.

Free format text messaging

2 year equipment warranty



At the beginning of 2013, Radio Links Communications Ltd were delighted to hand over a new technology, cross-site digital trunked radio system, to two of the largest Conferencing and Exhibition centres in the UK; The International Conference Centre and The National Indoor Arena, both in central Birmingham. This state-of-the-art two-way radio communications system allows staff at the ICC to communicate with their colleagues at the NIA, seamlessly, as if they were in the same building. And by making use of Motorola's Capacity Plus trunk radio functionality, the ICC has approximately 20 different radio user groups, all sharing the same common infrastructure and the associated pool of available radio channels, which provides all radio user groups, big or small, access to any free channel and similar radio coverage throughout the buildings.

By choosing Motorola's newest high tier DP4800 handportable as their standard radio, the ICC also makes full use of the features offered by this technology.

- **The large, colour, user friendly LCD display** makes it simple to select the group or individual the user wishes to call and it also allows them to see who is calling.
- **The telephone style keypad** allows users to dial and communicate with a telephone, and the radio can receive calls from telephones.
- **An Emergency Panic Button** provides just one of the Health and Safety features incorporated into the radios system.
- **A Lone Worker setting** within the radio will trigger an emergency alarm if the user does not use their radio or respond to an automated reminder generated by the radio.
- **The full keypad and LCD display allows radio users to text colleagues**, to pass important information, tasks or jobs.
- **Desk-top control radios are able to remotely "stun" a hand-portable radio** if the unit is stolen or being used maliciously.
- **All communications use Motorola digital encryption** so that they remain secure, preventing "eaves-droppers" listening in.



By Appointment to
Her Majesty The Queen
Supplier of Two-Way Radio
Communications
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MOTOTRBO™

To find out how we can help you make the most of new digital radio technology, simply call our sales team for free no obligation advice, or we can arrange a free trial at your premises.

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The Mall

Mr David Hart, NEC Group IT Project Manager is very happy with the new radio system. David explained *“The ICC went out to market to select an appropriate DMR radio solution and provider. Radio Links stood out from the competition with their technical product knowledgeable and straight-talking approach to delivering a practical and reliable radio solution using this new technology. Their sales and technical staff worked in partnership with the NEC Group’s formed project team, and they were able to follow our controls and adopt our planning activities with no problems. Their ability to work to our terms and timescales resulted in a very satisfactory and predictable outcome; transition over to a better radio system, with improved radio coverage; clearer reception and a system that is simpler for us to operate and Radio Links to support”.*

At the ICC the radios are used by Security, Event Management and all staff that deal with the general public attending any one of the ten large conference halls, with a capacity for up to 8000 delegates. The ICC also hosts the famous Symphony Hall, a world class, 2000 seat venue, which host over 200 concerts a year. Outside of these venues the busy Mall provides shopping and dining opportunities for the many visitors.



The ICC Technical Event Service Manager, Mr Paul Dipple, the primary contact for all radio users on site at the ICC and NIA, commented on the installation *“The implementation of our new digital radio system ran very smoothly. This was down to all the pre-planning between ourselves and Radio Links, so that on the day we all knew what was happening and when. When the switch over happened from analogue to digital it all happened seamlessly. Everything worked right first time”.* Regarding the overall operation of the new radio system Paul added *“On using the new digital system all of the “Dead Areas” we had with the older analogue radios have disappeared and we now get good radio reception everywhere. With Radio Links assistance we have tweaked a few settings within some handportable units, and that will be on-going due to the various departments wanting slightly different features. All in all I am very happy with the system and we have a very good working relationship with Radio Links”.*



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