

Commercial Series CP140, CP160, CP180 Marketing Presentation



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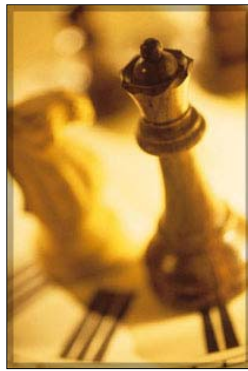
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Product Introduction



Product Strategy



- ✓ Introduce new portable range replacing P-Series
- ✓ Offer a more cost effective family of radios
 - Portables
 - Mobiles
 - Accessories
- ✓ Maintain premium on higher tier Professional Series

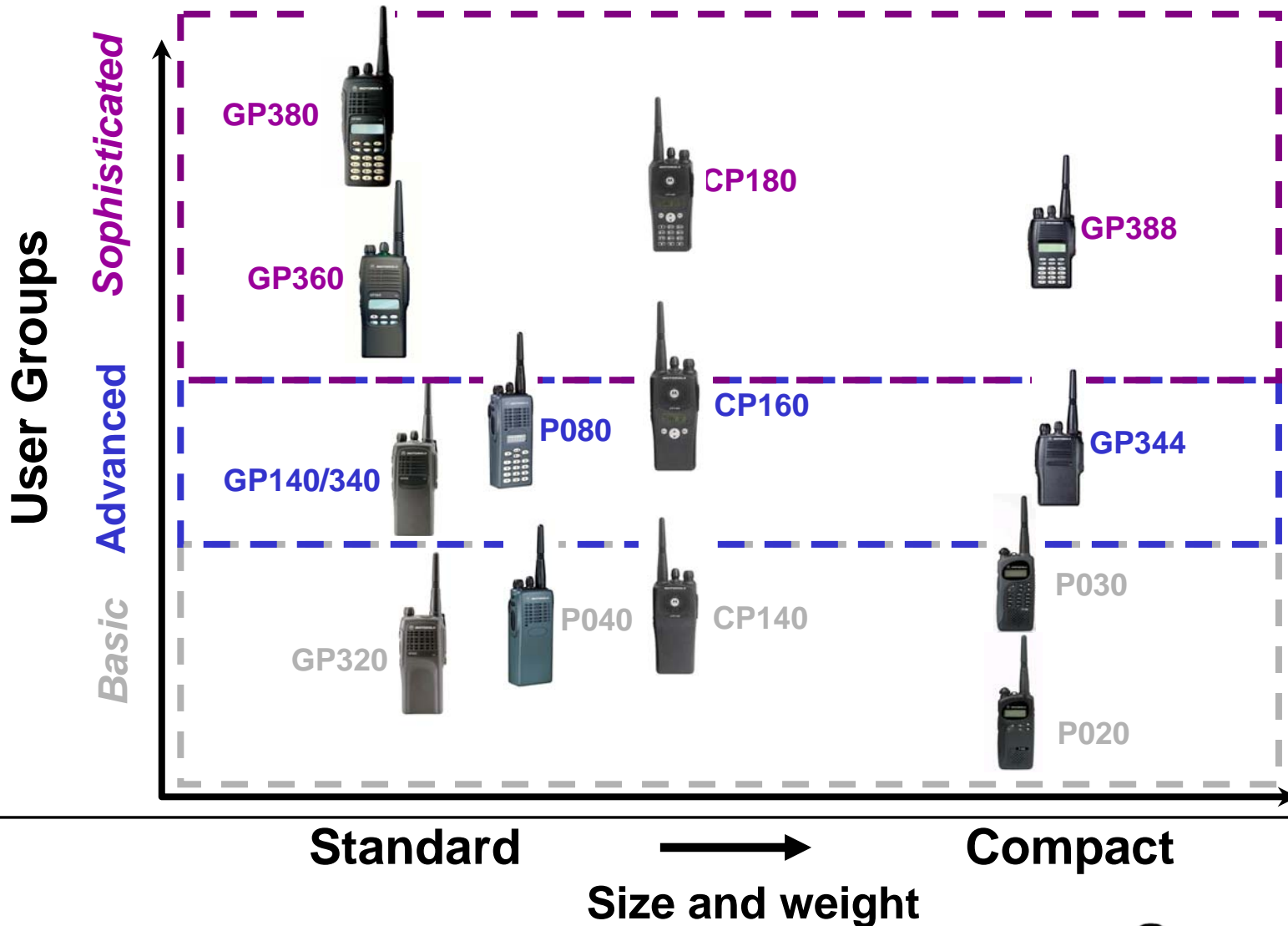
Distribution Strategy

- ✓ Substitute into P040 & P080 customer base and markets
- ✓ Strengthen Motorola channel partners portfolio offering to end customers
 - **Choice three radios; non, limited or full keypad**
- ✓ Available in Middle East Africa, Italy Export and Eastern Europe countries

Marketing Strategy

- ✓ Leverage Motorola brand values
- ✓ Expand sales into target P040 & P080 customers and markets
- ✓ Differentiate between Commercial and Professional Series to avoid down selling
- ✓ Promote easy-to-use product offering
- ✓ Promote the wider portfolio offering from Motorola Authorised partners
- ✓ Offer a comprehensive range of sales support material

Positioning



Primary Markets

CP140/160/180 Portables

- ❖ Agriculture
- ❖ Local Govt & Municipalities
- ❖ Industry
- ❖ Logistics
- ❖ Security
- ❖ Utilities



CM140/340 CM160/360 Mobiles

- ❖ Agriculture
- ❖ Local Govt & Municipalities
- ❖ Transportation
- ❖ Environmental Agencies



CP140 User Profile

Basic Two Way Radio users requiring:

- ❖ Brand quality
- ❖ Robustness and reliability
- ❖ Simple operation
- ❖ Up to 16 channels
- ❖ Option board capability
- ❖ PL/limited MDC signalling
- ❖ Competitive pricing

e.g. Work teams in industry and agriculture



CP160 User Profile

Advanced Two Way Radio users requiring:

- ❖ Limited keypad
- ❖ Display
- ❖ Up to 32 channels
- ❖ Option board capability
- ❖ PL/limited MDC signalling
- ❖ Brand quality
- ❖ Robustness and reliability
- ❖ Competitive pricing

e.g. Work teams in local area logistics and security



CP180 User Profile

Sophisticated Two Way Radio users requiring:

- ❖ Full keypad
- ❖ Telephone interconnect
- ❖ Up to 64 channels
- ❖ Option board capability
- ❖ PL/limited MDC signalling
- ❖ Brand quality
- ❖ Robustness and reliability

*e.g. Work teams in public safety and utilities.
The choice for management*



Packages

Standard package includes:

- Radio
- NiMH battery
- Rapid charger
- Standard antenna (depending on freq. range)
- Belt clip
- Safety leaflet

Models



CP140

146-174 MHz, 16 CH, 1/5W
403-440 MHz, 16 CH, 1/4W
438-470 MHz, 16 CH, 1/4W
465-495 MHz, 16 CH, 1/4W



CP160 Display & limited keypad

146-174 MHz, 32 CH, 1/5W
403-440 MHz, 32 CH, 1/4W
438-470 MHz, 32 CH, 1/4W
465-495 MHz, 32 CH, 1/4W



CP180 Display and full keypad

146-174 MHz, 64 CH, 1/5W
403-440 MHz, 64 CH, 1/4W
438-470 MHz, 64 CH, 1/4W
465-495 MHz, 64 CH, 1/4W

Features and Benefits



Commercial Series portables designed with your needs in mind.

1. *Budget conscious*
2. *Robust design*
3. *Motorola Quality Assurance*
4. *Excellent audio quality*
5. *Easy to use*
6. *Practical features (inc option board capable)*
7. *Low maintenance cost*

Economical Pricing

- **Similar price to P series with additional features & higher MIL Spec 810 ratings**
- **Designed to capture market share in the cost conscious entry tier market**



Versatile functionality at an affordable price

Robust Design



- **Tough Polycarbonate-based housing**
 - **Protects internal components from damage**
 - **Protects against scratches and dirt**
 - **Improved grip**
- **Security battery lock mechanism**
 - **Avoids battery detaching when knocked or dropped**
- **Flush PPT for increased durability**

Classic design yet robust and durable

Motorola Quality Assurance



- **Military Standard 810F in all 11 categories covering**
 - Low pressure, high & low temp, temp shock, solar radiation, rain, humidity, salt fog, dust, vibration and shock
- **IP54 protects against dust and water ingress**
- **Motorola's Accelerated Life Tested (ALT)**
 - Simulates 5 years hard use in the field

They remain as always...rugged & reliable

Excellent Audio Quality



- **Motorola X-PAND™ Voice compression technology delivers clearer audio and noise reductions**

- **Large 500mW loudspeaker delivers powerful audio in all environments**

Excellent customer feedback from tests!

Easy to Use



For Users

- **Large rotary on/off and channel select selector ensure intuitive use when radio is on the belt**
- **Two side programmable buttons offer up to 4 functions using short or long press**
- **Choice of limited or full keypads to fulfil different users requirements**
- **Backlit Starburst display with 8 alphanumeric character and 10 Icons**

For Channel Partners

- **Common user-friendly PL/MDC CPS for CM100 and CP100 Series radios**

Practical Features

- **DTMF encode gives radio access into the telephone network which increases communication flexibility and safety in the event of a emergency**
- **MIL spec F covering 11 separate standards to safeguard against all eventualities**
- **IP54 protects radio against water ingression**
- **X-PAND™ technology delivers clearer audio in noisy environments**
- **NiMH or Li Ion batteries available to deliver longer talk time.**

Practical Features

- **Option board capable using PROIS interface offers customer interface into third party solutions**
- **Channel scanning avoids missed messages by searching for activity**
- **Two programmable buttons can be customised for quick access to four commonly used features**
- **Large rotary on/off/volume knob and channel selector offers users fast and intuitive activation when radio is being carried out of the user's direct line of site**

Choose from non, limited or full keypad radio to suit your needs

Low Maintenance Cost

For Users:

- **Broad range of tried and tested accessories**
 - Re-use many GP300, Alpha and P Series accessories
- **Low cost MAG ONE accessory range**
- **Common functions and interface across the Commercial portable and mobile range saves training time and improves productivity**

For Channel Partners

- **Common portable and mobile platform enables faster familiarisation and servicing time**

Accessories and Aftermarket Portfolio



Audio Portfolio

➤ Over 30 Audio Accessories

- Mag One accessories for budget conscious customers
- Specialist & innovative headsets for hospitality and service customers

ALL NEW
Stadium Headset



A range to suit all needs and budgets

Audio Accessory Range

- **Rugged Remote Speaker Microphone**
- **Single Wire Beige Earpiece**
- **Two Wire Beige Earpiece with Combined Microphone and PTT**
- **Ultra Light Ear set with In-Line PTT**
- **Ear bud with Combined Microphone and PTT**
- **Flexible Ear Receiver with Combined Microphone and PTT**
- **Remote Speaker Microphone**
- **Medium Weight Stadium Style Headset with In-Line PTT**
- **Heavy Duty Racing Headset**
- **Grey Tactical Headband-style Headset**

Energy & Carry Accessories

- **Standard NiMH battery delivers 10 – 13 hours depending on power setting**
 - Optional high capacity Li Ion delivers 14-19 hours on 5W-1W power setting (5/5/90)
- **Single unit & six way chargers for efficient and flexible operations**



- **Wide range of carry accessories including:**
 - Leather cases
 - Nylon cases
 - Shoulder straps
 - Belt clips
 - Waterproof bags

Energy & Carry Accessory Range

Chargers

- Rapid Desktop Charger (Euro)**
- Rapid Desktop Charger (UK)**
- Rapid Multi Unit Charger (Euro)**
- Rapid Multi Unit Charger (UK)**

Batteries

- Standard Li Ion Battery**
- Slim Li Ion Battery**
- Standard Ni-MH Battery**
- FM Battery**

Carry

- 7.5cm Spring Action Belt Clip**
- Nylon Carry Case with Belt Loop and D Rings**
- Waterproof Bag**
- Universal Radio Pak**
- Leather Carry Case with Belt Loop and D Rings**
- Leather Carry Case with Swivel Belt Loop**

Selling Points Summary



CP140/160/180 Features

- 16, 32, 64 channels
- VHF2 (146-174), UHF1/2 (403-440/438-470/465-495)
- PROIS interface and option board capable
- Programmable channel spacing
- Backlit starburst display with 8 alphanumeric character display and 10 icons
- Power level 1, 4/5 W
- DTMF encode (decode via option board)
- Signalling options
 - PL/ limited MDC
- 2 - 4 programmable buttons
- Whisper and Escalart function
- FM option (non EU/EFTA countries)
- MIL Spec 810F & IP 54

CP140 Features and Unique Selling Points

Key Features

- VHF2 (146-174), UHF1/2 (403-440/438-470/465-495)
- Programmable channel spacing
- Power level 1, 4/5 W
- PL/Limited MDC signalling
- MIL Spec 810 C/D/E/F, IP 54
- Scanning
- FM battery option (non EU/EFTA countries)

16 Channels

- Tactile rotary channel and volume selector and two side programmable buttons offering four functions

Applications enabled

- PROIS interface and option board capable
- Customise with third party solutions including SMARTRUNK, Voice Encryption or Mandown

Basic Users



CP160 Features and Unique Selling Points

Key Features

- VHF2 (146-174), UHF1/2 (403-440/438-470/465-495)
- Programmable channel spacing
- Power level 1, 4/5 W
- PL/Limited MDC signalling
- MIL Spec 810 C/D/E/F, IP 54
- Scanning
- 4 Programmable buttons
- FM battery option (non EU/EFTA countries)

Applications enabled

- PROIS interface and option board capable
- Customise with third party solutions including SMARTRUNK, Voice Encryption or Mandown

Budget conscious

- Combining Motorola Brand Quality with a versatile range of features

Display

- Backlit starburst display with 8 alphanumeric character display and 10 icons
- Easy menu navigation

Advanced Users



CP180 Features and Unique Selling Points

Key Features

- VHF2 (146-174), UHF1/2 (403-440/438-470/465-495)
- Programmable channel spacing
- Power level 1, 4/5 W
- PL/Limited MDC signalling
- MIL Spec 810 C/D/E/F, IP 54
- Scanning
- 4 Programmable buttons
- FM battery option (non EU/EFTA countries)

Sophisticated Users

Telephone Interconnect

- DTMF dialling
- Full keypad

Budget Conscious

- Combining Motorola Brand Quality with a versatile range of features

Display

- Backlit starburst display with 8 alphanumeric character display and
- 10 Icons
- Easy menu navigation



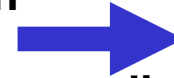
Technical Comparisons

	<i>Alpha Series</i>	<i>P Series</i>	<i>Commercial Series</i>	<i>Professional Series</i>
User interface	Starburst displays 2 functions per key	Starburst displays 1 functions per key	Starburst displays 2 functions per key	Dot matrix displays 1 function per key Orange top button
Bands	VHF full band, UHF 1, 2 99 channels Lower sensitivity	VHF/UHF full band 16 Channels	VHF2, UHF1, 2, 3 (split) MB (mobile) 16-64 channels	VHF/UHF full band Low band 300-350 (portables)
Signalling	PL	PL	Portable: PL, MDC Mobile: PL/MDC, 5T	PL, 5 tone, MDC MPT, PP/SZ/SN*
Specials	DTMF encode/decode Non ETS compliant		No DMTF decode 1-45 W mobile	One channel portable Mobile data box Expansion head Mobile remote mount Option board capable 1-45W mobile

Motorola Radio Family Messages

Alpha Series

- ✓ **For customers with basic communication requirements**
- ✓ **Lowest cost of entry into licensed Two way radio**



Modern, efficient and exceptional Value

Commercial Series

- ✓ **For customers who require a comprehensive range of features**
- ✓ **Classic design**
- ✓ **Versatile functionality**



Value and versatility in a classic design

Professional Series

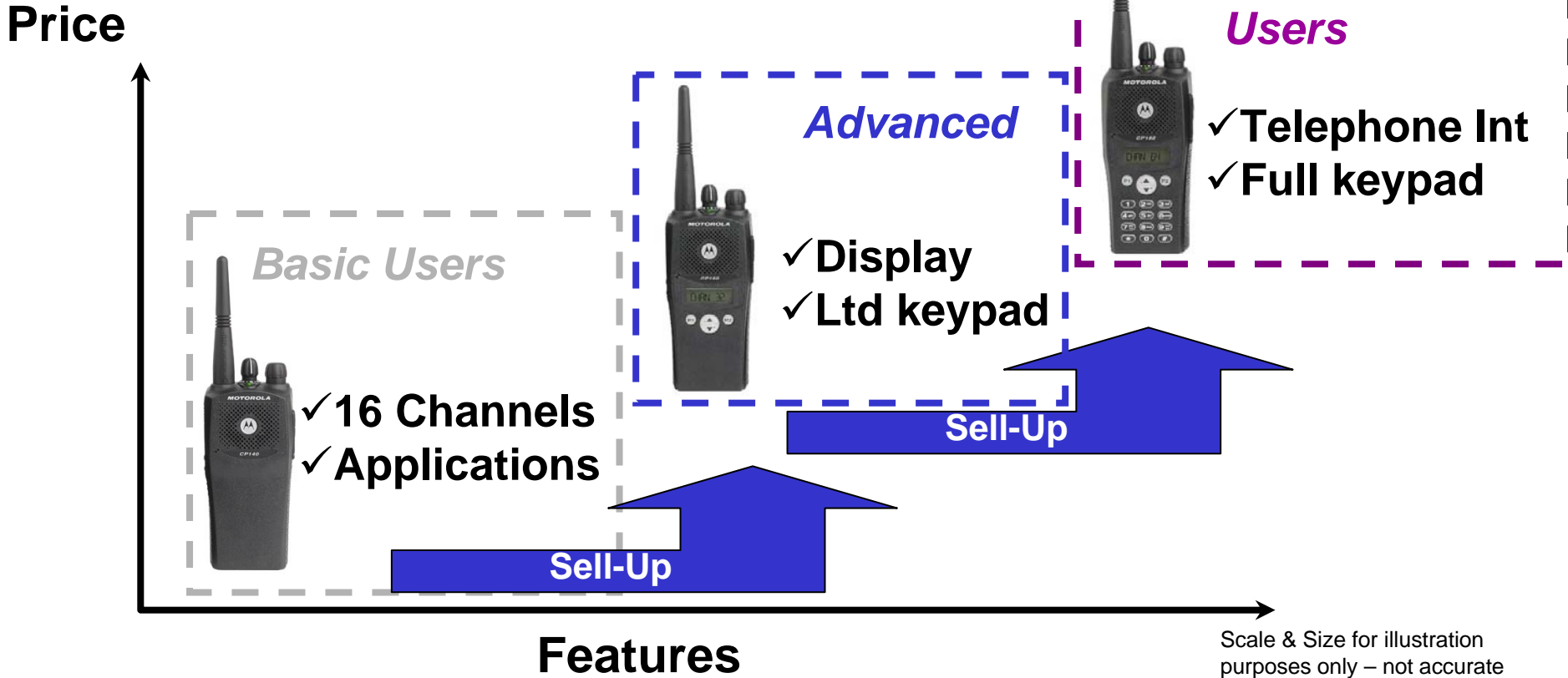
- ✓ **For customers with more sophisticated requirements**
- ✓ **Comfortable MMI**
- ✓ **Broadest offering and wide choice of bands, signalling, models and accessories**



The versatile and proven choice for optimising productivity & protecting professionals



Up-selling Commercial Series



Sales & Marketing Materials



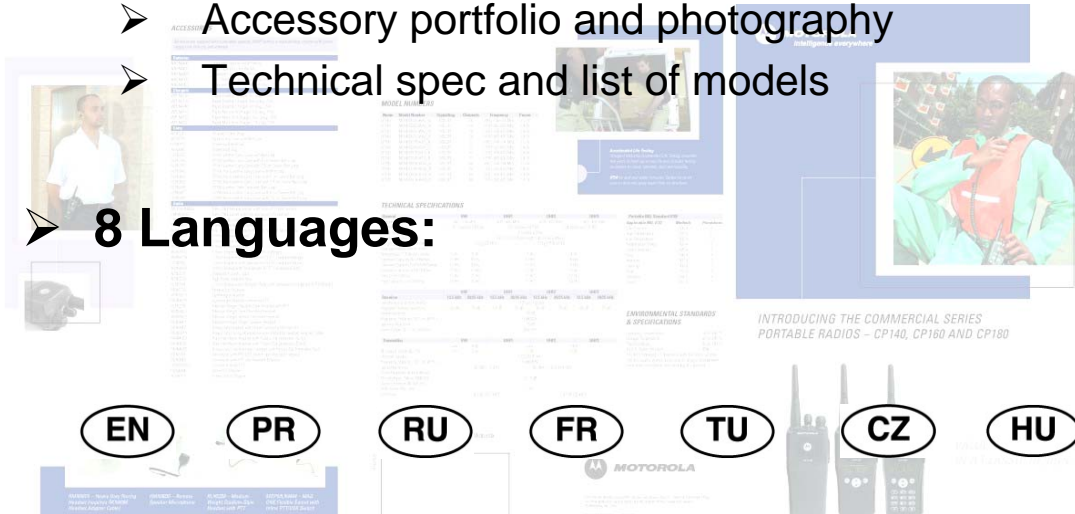
Marketing Communications Material

- **Family brochure**
- **New application & product photography**
- **Posters**
- **Adverts**
- **Press releases**
- **Sales and marketing presentation**
- **Mailers**
- **Screensaver**
- **CD-ROM**

Family Brochure

- **Comprehensive full colour 6 page A4 “family brochure” detailing:**
 - Overview to Commercial Series family
 - Features and functionality
 - Application photography of 3 vertical markets
 - Accessory portfolio and photography
 - Technical spec and list of models

- **8 Languages:**



EN

PR

RU

FR

TU

CZ

HU

PL



New Application & Product Photography

- EMEA specific application photography promoting the application and scene with 'close ups' of radios
 - Agriculture
 - Logistics/Industry
 - Security
 - Local Govt/Municipalities



- Product photography of portables and accessories for use by channel partners and Motorola

Posters and Adverts

➤ A single regional poster featuring 'faces' from the region

- Agriculture
- Logistics/Industry
- Security
- Local Govt/Municipalities

➤ English only adverts for 3 verticals

- Agriculture
- Logistics
- Local Government



MOTOROLA
intelligence everywhere

URBAN COMMUNICATION

The new Motorola Commercial Series portable two-way radios are ideal for local government and municipal operations. Choose from 16, 32 or 64 channels to liaise with a whole team, a single workgroup or an individual.

- 16, 32 or 64 channel options
- Economical
- Great features
- Excellent audio quality
- Easy to use
- Robust
- Simple to maintain
- Quick menu for easy access
- Wide range of accessories

VALUE & VERSATILITY IN A CLASSIC DESIGN

MOTOROLA
intelligence everywhere

IN CONTACT ACROSS COUNTRY

The new Motorola Commercial Series portable two-way radios are ideal for small to medium-sized farming operations. Choose from 16, 32 or 64 channels to liaise with a whole team, a single workgroup or an individual.

- Economical
- Great features
- Excellent audio quality
- Easy to use group or an individual over extended geographic areas.
- Robust
- Simple to maintain
- Quick menu for easy access

VALUE & VERSATILITY IN A CLASSIC DESIGN

MOTOROLA
intelligence everywhere

STATE OF URGENCY

Small to medium sized manufacturing and warehousing operations have business processes for smooth and scheduling is strictly adhered to. In these time sensitive environments, accurate communication among work teams is of paramount importance. Management also needs constant contact with work teams to maintain production and realise quality.

Introducing the new Motorola Commercial Series portable two-way radios for small to medium sized operations. Choose from 16, 32 or 64 channels to liaise with a whole team, a single workgroup or an individual.

Economical, yet feature-rich, the Commercial Series Portable Radios have excellent audio quality, ease of use, robust design and are simple to maintain.

For enhancing the communications experience a comprehensive range of accessories is available. These offer high capacity batteries for extended talk time to lightweight headsets for hands-free operations.

- Ergonomic design
- Clearly audible
- Standard push-to-talk button
- Chunky knobs for gloved hand usage
- Quality audio & sensitive microphone
- Quick menu for easy access
- Combined battery & safety lock

For further information, contact your Motorola authorised dealer

Press Release, Mailers & Marketing Presentations

- Two press releases
 - Technical
 - Non technical
- Three english mailers in Word for easy translation and adaptation targeting:
 - Non Motorola portable users
 - P series customers to promote migration
 - Motorola portable customers
- Marketing presentation containing:
 - Features, benefits, USP, positioning, target markets, competition, marketing support material and accessory portfolio



CD-ROM and Website Integration

- **Screen saver of Commercial family**
- **CD-ROM including:**
 - **Brochures in all languages**
 - Office printing version
 - Litho printing
 - **PowerPoint presentation (translated into main languages)**
 - **Photography**
 - **Press release, mailers, adverts and poster**
 - **Commercial Family screensaver**
- **Website integration**
 - **Preloading all material on MOL to support launch**



Commercial Mobile Radios



*The Mobile radio that fits your
business, your budget and
your vehicle*

CM140/340 Key Features



- **Bands: MB (66-88) VHF2 (146-174), UHF1/2 (403-440/438-470)**
 - **8-10 Channels**
 - **8-11 available signalling formats depending on model**
 - **2 Programmable buttons (short & long press) with 4 functions**
 - **Single digit display showing channel selection**
 - **'Dot' icon is displayed in high power operation**
 - **16 Pin accessory connector compatible with many GM300/GM350/GM950 accessories and Professional Series accessories (with free wires for maximum flexibility)**
 - **Data capability**
 - **Hi/Lo power selection**
 - **Lone worker (CM340/360) and emergency mode for increased security**
 - **Stun renders the radio inoperative on reception of a stun sequence (CM340/360)**
-

CM160/360 Key Features



In addition to CM340 features:

- **64-100 channel availability**
- **Starburst 1 line 8 character alphanumeric display**
- **DTMF Live Dial capability using the keypad mic**
- **One Touch Speed Dial using keypad mic: single button press to initiate call**
- **Further 3 programmable buttons with 6 functions are available when using the keypad mic**
- **Fast scroll: holding the up/down arrow button increases the scroll speed**
- **PROIS interface and option board capable**
 - Enables the radio operation to meet customer-specific applications e.g. encryption

Mobile Unique Selling Points and Up-selling

