

# GP Series Trunked Radio

GP240 GP280 GP540 GP580

James A M Phillips  
Launch Presentation



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other  
product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# Contents

- GP240 GP280 GP540 GP580
- Why GP Series Trunked Radio?
- Timings
- EMEA Markets
- Common Features & Benefits
- GP240 & GP540 – Affordable & Easy to Use
- GP280 & GP580 – Smart & Versatile
- GP540 & GP580 - Additional features of SmartZone system
- Marketing Support



# GP240 GP280 GP540 GP580



*Trunked radios for:*

## **StartSite/SmartNet systems**

GP240 – non keypad version

GP280 – full keypad version

## **SmartNet/SmartZone systems**

GP540 – non keypad version

GP580 – full keypad version



# Why GP Series Trunked Radio?



“GP240, GP280, GP540 and GP580 are trunked portables with Motorola propriety protocol that are intended to replace part of the MTS2000 product line, the entire MTX838/8000/9000, GTX and LTS2000 product lines”



# Why GP Series Trunked Radio?

- Consolidation of radio platforms
  - familiar look and feel for customers
  - better margins
- Smaller and lighter
- Improved maintenance capabilities
- Wide range of reusable existing accessories
- Competitive pricing



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other  
product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# Timings

**18<sup>th</sup> July 2002 – Limited Ship accept**

(English only user guides)

**August 2002 – Multilingual ship accept**

(User guides in 16 Languages available)



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other  
product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# EMEA Markets

*System expansion, replacement sales and new infrastructure and subscriber business in the following markets:*

- Public Safety
- Public Shared Systems
- Power Stations
- Ports
- Oil/Gas Industries
- Industrial Sites



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other  
product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# Common Features & Benefits

## Crisp Audio Quality

**LLE** (Low Level Expansion) for reduced noise in conversational pauses

## Seamless Communications

**AMSS** (Automatic Multiple Site Selection) – Radio switches to the next site in the radio scan list when moving between sites

## Prevent Unauthorised Use

**Selective Radio Inhibit** blocks lost or stolen radios remotely

## User Flexibility

**Dual Mode Capability** means radios can operate on trunking network or in conventional mode

## Keep in Touch

**Telephone Interconnect** to receive telephone calls

## Failsoft Operation

Radio reverts to pre-assigned conventional channel if trunking network unavailable

## Get the Message

**Talkgroup scan** constantly searches for voice activity



# GP240 & GP540 – Affordable & Easy to Use

## Meets your Requirements

16 different talkgroups to reflect the way the organisation works

## Multiple System Compatibility

Offering the flexibility of accessing 15 (GP240:10) different systems as required

## Call Flexibility

- Private Call Decode (one-to-one calls)
- Call Alert Decode (Missed call notification)
- Telephone Interconnect (receive calls)

## Avoid Downtime

Audible and visible Low Battery Alert

**SUP: GP240 \$650.00**

**GP540 \$1200.00**



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# GP280 & GP580 – Smart & Versatile

In addition to GP240 & GP540 features:

## Enhanced User Experience

Alpha-numeric and iconic display and intuitive menu for ease of use

## Manage Large Workforce

250 (GP280: 90) modes allow for large number of talkgroups

## Missed Call ID

Displayed and supported by a series of audible signals

## Telephone Interconnect

Make and receive telephone calls through the radio network

## Discreet Comms

One-to-one radio calls via contact list or direct keypad entry to discuss sensitive issues

**SUP: GP280 \$750.00**

**GP580 \$1300.00**



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other product or service names are the property of their respective owners. © Motorola, Inc. 2001.



# GP540 & GP580 – Additional SmartZone Features

## Communication Efficiency

**8 Statuses** and **16 Messages** (pre-programmed) options to send when voice communication inappropriate

## Never miss important calls

With **Priority Scan** the radio switches to assigned priority talkgroup when active

## Manage Emergencies

Emergency modes ensure that user is heard by Control Centre in emergency situations

## One Touch Operation

For quick access to frequently used functions

## Supports MDC1200

For Call Alert, Private Call, Emergency Alarm/Call, Telephone Interconnect

## Reduced Downtime

**Dynamic Regrouping** allows for over-the-air talkgroup creation



# Marketing Support

Presentation



Launch letters

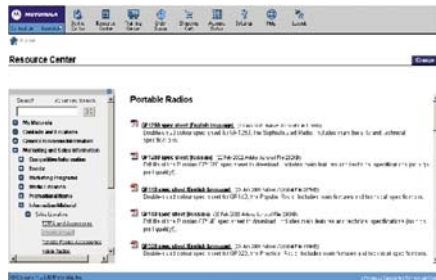


Brochures and Spec Sheets

English - French - Russian - one per radio system



## MOL Support - Resource Centre & Product Catalogue



- Launch letter
- Product Photography
- Accessory Photography
- GP240/GP280 (Start Site) Brochure PDF in 3 languages
- GP540/GP580 (SmartZone) Brochure PDF in 3 languages
- Online ordering



James A M Phillips, July 2002  
General Business Information, GP Series Trunked Radio Launch Presentation  
MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. All other product or service names are the property of their respective owners. © Motorola, Inc. 2001.

