

New packing for those on the go

SPB SOFTWARE ANNOUNCED recently that Pharos Traveler 137 now comes bundled with customised SPB Mobile Shell, SPB Keyboard, and SPB TV. Pharos Traveler 137 GPS Smartphone became the honoree of the CES 2009 Innovations Design and Engineering Award, in the Wireless Handsets category. The SPB Software products bundles with Traveler 137 are called on to compliment the award-winning hardware by providing an even more fluid and seamless user experience and enabling the Pharos customers to do more with their phone and mobile Internet connectivity.

To make the most of the Traveler's unlocked 3.5G potential and its exquisite 3.5" flush-touch screen, Pharos has included several products from SPB - all bestsellers and highly appreciated by users. SPB Keyboard supports intelligent landscape input on Traveler 137, and makes fast touchscreen typing - an easy task. SPB Mobile Shell gives the Pharos Traveler 137 a fun, skinnable and widget-based desktop with 3D animation. SPB Mobile Shell also adds a handsome time screen and weather service, syncs the phone's picture contacts with Facebook, and provides instant access to programs, features, and settings. For entertainment and latest international TV-news, the Traveler 137 offers SPB TV for watching live TV directly on the phone.

www.spbsoftware.com



Pharos Traveler 137 GPS Smartphone, which won the Wireless Handsets Innovations Design and Engineering Award at CES 2009

Enhanced communications, advanced capabilities and lower costs

LAUNCHED IN MARCH 2007, the Motorola MOTOTRBO digital two-way radio platform is based on European Telecommunications Standards Institute (ETSI) and Digital Mobile Radio (DMR) standards. Digital two-way radios offer improved range, voice quality, security and battery life in comparison to other digital technologies and over analogue alternatives. They also include data capabilities that are a key factor driving the adoption of digital radios. Professional organisations such as transportation companies, construction sites, manufacturing facilities, private security organisations, university campuses, local municipalities and public service entities benefit from MOTOTRBO's operational efficiency and ability to deliver increased mobility. MOTOTRBO radios operate in analogue and digital mode, facilitating a smooth migration from analogue to digital. Additionally, MOTOTRBO operates in the same 12.5, 20 and 25 kHz channel spacing as existing analogue radio systems by simply slotting into existing channel schemes without the need for frequency replanning.

MOTOTRBO is available from over 1,800 distribution partners across Europe, Middle

A MOTOTRBO enterprise user



The MOTOTRBO range

East and Africa (EMEA). Furthermore, Motorola has over 100 MOTOTRBO accredited application partners in the EMEA region providing an ecosystem of value-added solutions that enable the new, unique benefits of MOTOTRBO to be fully realised:

Automated vehicle and dispatch systems (AVL), utilizing integrated Global Positioning System (GPS). GPS is built into MOTOTRBO radios.

- Text messaging services.
- Data and telemetry applications.
- Emergency response solutions.

Specific call signalling (such as 5-tone option board to provide compatibility with existing analogue systems).

MOTOTRBO has recently been enhanced with the launch of IP-Site Connect, which enables users to communicate via voice and data over a much wider coverage area and allowing business to interconnect sites using the Internet Protocol (IP). MOTOTRBO, the leading digital platform on the professional two-way radio market, offers such clear advantages that it quickly becomes the most logical choice

"Most customers don't consciously set out to buy a Two-way radio digital system in part because the market has been analogue so long, but because primarily they are looking at performance and benefits. Against that background, the share of sales that digital has already gained in the two-way radio market in under two years is incredible," said Henrik Asbjorn, vice president Channel Growth Operations, Motorola Government & Public Safety, EMEA.

www.motorola.com