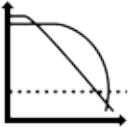


WHY DIGITAL

**BETTER CAPACITY****GET DOUBLE THE CALLS FROM EVERY CHANNEL**

When it comes to spectrum efficiency, nothing matches digital technology. Digital is so bandwidth-efficient, it can accommodate two completely separate “channels” in one 12.5 kHz channel. As well as making more efficient use of precious radio spectrum, this also minimizes your licensing costs, especially as your business grows. With digital, you can immediately double the capacity of your existing 12.5 kHz channel and enable many more people to communicate without worrying about privacy or interference.

**BETTER COVERAGE****YOUR VOICE STAYS STRONG AND CLEAR TO THE ENDS OF COVERAGE**

While all radio signals grow fainter as they go further out, the voice quality on analog radios degrades much more quickly. At the far edge of coverage, even though signal strength is similar, digital voice will be clear and intelligible while analog voice will be garbled and masked by static.

Digital radios have built-in error correction to eliminate static and make sure voice calls are heard clearly over a greater range. There’s no interference, background noise or distortion. Digital maintains voice integrity to the very ends of the coverage area.

**BETTER BATTERY LIFE****COMMUNICATE LONGER ON A SINGLE CHARGE**

Battery life is a big challenge for all mobile devices. But because digital technology is much more energy-efficient than analog, it reduces battery drain and improves talk time. Count on your battery to last up to 40% longer when you use a digital radio.

While both analog and digital radios consume about the same power in standby mode, once you start transmitting, digital radios are dramatically more efficient. This is critical for frequent and heavy users who depend on their radios to last the entire shift and can’t stop to replace batteries or recharge radios.

When you choose Motorola, you choose generations of industry-leading quality, reliability and performance behind every radio. We have created two-way radios since the 1930s and continually innovate as the recognized leader in digital two-way radio technology. Our flexible portfolio of radios delivers the best of both worlds: great voice communications today and a path to even better digital voice communications when you’re ready.

