

CONNECTIONS

The Newsletter of Electronic Engineering

Winter 2006

Digital "MOTOTRBO" Arrives in 2007



The next generation of professional two-way radio communication arrives in 2007. With enhanced performance and features, **MOTOTRBO (pronounced Moe-Toe-Turbo) Motorola's first digital two-way radio system**, designed specially to meet the requirements of organizations that need a customizable, business-critical communication solution.

The MOTOTRBO combines the best in two-way radio functionality with digital technology. MOTOTRBO delivers increased capacity and spectrum efficiency, with integrated data communications so that you have superior voice communications.

Why digital two-way radios?

Many businesses need more than the fundamental services that analog two-way radios can deliver to compete in today's integrated, mobile marketplace. With MOTOTRBO organizations can harness the powerful digital platform and benefit from:

- Expanded digital voice, data and control capabilities over a given slice of RF spectrum. Allowing employees to be more productive out in the field because they have wireless access to applications and text messaging.
- Lower licensing and equipment costs. Digital two-way radio technology enables two virtual channels within a single 12.5 kHz licensed repeater channel.
- Clearer voice communication over a greater range. When signal strength drops off with distance, digital error-correction technology can accurately deliver both audio and digital content with virtually no loss over a far greater area.
- Easy migration. Many organizations can't afford to completely replace an existing infrastructure. MOTOTRBO's ability to operate in both analog and digital modes enables smooth, planned migration.
- Radio complies with the FCC frequency re-farming mandate of 2013.
- Static and noise rejection. Analog signals become

Key features:

- Uses Time-Division Multiple-Access (TDMA) technology to provide twice the calling capacity.
- Doubles the number of users who can be supported on a single licensed 12.5 kHz channel.
- Integrates voice and data to increase operational efficiency and support a wide range of applications.
- Operates in both digital and analog mode.
- Utilizes the IMPRESS™ Smart Energy System to automate battery maintenance and maximize talk time.

distorted, producing audible static as signal strength degrades. By contrast, digital receivers simply reject anything they interpret as an error, enabling users to hear better in noisy environments.

- Enhanced battery life. Each individual transmission only uses half the battery power of an analog system transmitting at the same wattage.

Contact any Electronic Engineering office to schedule a MOTOTRBO demonstration.

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"FEEL" the warning with a new audible alert system

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Employee Profile

Product Spotlight

Temple Transducer

Conventional headsets often mask external sounds. With a temple transducer headset, two temple receivers convert audio into sound vibration, and transmit into the inner ear.

Allowing users to hear both radio audio and their surrounding environment without covering the ear.

Features:

- Fully adjustable headset
- Noise-canceling boom microphone
- Replaceable windscreens
- In-line push-to-talk
- Intrinsically safe (FM) available



A Letter From The President



As 2006 draws to a close, it is generally a time to look back, as well as to look forward to the New Year and what it holds in store for everyone.

The telecomm industry continues to see-saw back and forth, from the cellular companies trading customers with enticements, features, and additional "call friends free plans," to the challenges that result from two industry giants like Sprint and Nextel merging two billing systems, personnel and cultures, which emanate from completely different philosophies. The two-way radio manufacturers are all driving new versions of their digital radios, which operate on different platforms - so no two formats will talk to each other, each hoping to be the "VHS," rather than the "Beta" standard that finally wins acceptance from the end users.

I lie awake some nights wishing for the normalcy that existed in the perceived "simpler days of old."

However, the event that always gets me back in the mood for a greater and better New Year is the classic of all holiday movies. The story of "Miracle on 34th Street" demonstrates how two retail department store giants implement the foreign concept of "treating the customer right," by meeting the customer's needs, helping with those needs even if the store is unable to meet them, and even shows the customer where they can go to get what they need. In the end the customer ends up with what they need and the retailer gains respect and admiration from the customer.

Isn't that simple? Isn't that even fun? Wouldn't it be fun if every buying experience were like this story rather than "sorry, this is all we have on the shelf?" I know it would make my buying experiences more

pleasurable. While I would like to think that we practice this in our sales relationships, I will commit to doing it even more often in 2007.

On behalf of everyone at Electronic Engineering and myself, I want to thank you for your support, loyalty, and business during the year. We have strived to make it a pleasure for you to do business with us, and will continue to strive to make ourselves worthy of your patronage in the future. I wish each of you a peaceful and prosperous holiday season, and the vision of a new, brighter and greater 2007. Have a great year, and we'll talk to you next quarter.

Mark Clark

Fremont, NE Office Opens

On December 1, Electronic Engineering opened a new branch in downtown Fremont, NE, which is NW of Omaha on U.S. HWY 71.

"The new location, will provide great synergies in Eastern Nebraska for radio sales and the service arena," Mark Clark, President of Electronic Engineering, said. "Radio customers have long enjoyed being able to have their radios serviced locally, and we believe there is an opportunity to acquire customers who do not want to travel to Omaha for service."

The new location will be managed by Deb Dunker, who has a long standing relationship with the community for providing reliable two-way radio service and installation from her previous employer.

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Marshalltown (641) 752-0778	913 Iowa Avenue E. (800) 345-2540
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Davenport (563) 322-0981	1354 W. 4th Street (800) 322-0981	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fremont (402) 727-5115	339 N. Broad Street (800) 427-2185	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702

“FEEL” the warning with a new audible alert system

We now offer the Federal Signal Rumbler™, a revolutionary concept in audible warning that gives motorists and pedestrians in the area the ability to not only hear the warning, but also feel it. The result is a highly effective, intersection clearing, emergency backup tone. This ultra-low frequency produces sound waves that can be felt, as well as a high pitch siren that is heard. Low frequency tones have the distinct advantage of penetrating and shaking solid materials allowing vehicle operators and nearby pedestrians to FEEL the sound waves, and perhaps even see their effects through a shaking rearview mirror.

To schedule a demonstration, call Electronic Engineering (800) 343-7718 today.



The Federal Signal RUMBLER™:

- Intersection clearing system
- Produces penetrating/vibrating low frequency sound waves
- Interacts with most siren amplifiers
- Enabled via steering wheel horn
- In stock and ready to demo

Des Moines Tech'xpert Races for the Cure



Sarah Cochran, a Repair Technician with Electronic Engineering, ran close to a personal best 5K time in Des Moines' "Race for the Cure" on October 28. Several other employees walked with thousands of other people from

across Iowa, to raise funds for the Des Moines Affiliate of the *Susan G. Komen Breast Cancer Foundation*. Cochran's mother is a breast cancer survivor and there are nine other people in her immediate and extended family that have been diagnosed with breast cancer.

"Obviously, the Race for the Cure is a cause I'm passionate about," Cochran said, who had a custom designed "Race for Life" t-shirt made with those cancer patients names on her back. All but one family member has survived the disease.

Cochran's goal was to raise \$1,000, but with the help of her co-workers at Electronic Engineering in Des Moines, and a company match, she raised nearly \$2,400 for breast cancer screening and research.

Santa and Elves Visit EE Branch in Mt. Pleasant

The employees in Mt. Pleasant got into the spirit of the season by dressing up as Santa and his Elves, as part of the annual town square "Holiday Stroll." Despite the cold and windy conditions, turn out was great. Electronic Engineering visitors enjoyed cookies, cupcakes and holiday music. And a few grabbed Santa's attention, to tell him what cell phone they wanted for Christmas!



Electronic Engineering Employee Profile



Name: Kathie Hansel

EE location: Omaha

Job title: Branch Manager/Sales

Job history: I have always been in management and sales, whether it has been retail, food and beverage, or communications.

My first "real" job: My first job was with the Omaha World Herald as a "paper boy." We delivered

papers and collected the money. Many customers were surprised to find out they had a "paper girl."

Recent accomplishments: After three years of owning a home, I am finally finished painting the interior and am now on to the landscaping.

The toughest part of my job: Taking "no" for an answer. Anything can be accomplished; all it takes is some imagination, determination and elbow grease.

Someone I admire: My Paternal Grandfather. He came to America from Denmark leaving all his family behind. The courage and strength it took to do that...wow.

About my family: I have two sons. Bob who is a junior at Georgia State University studying Accounting, and Eyan, who is in pre-school in Omaha. My parents and sister also reside in Omaha, so we all spend a great deal of time together.

Something else I'd like to accomplish: Finish my college degree.

Something about me not everyone knows: I studied music and drama in my younger days.

Outside interests: Sports and the great outdoors... ok, so I live in Nebraska during the winter...there is always NASCAR and the Huskers.

Favorite vacation spot: Anywhere there is beach and the ocean. I have been to beaches in Portugal, the East and West Coast... there is nothing like it.

If I had a different job: Best selling novelist.

Words you live by: Live each day to the fullest.

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Can You Guess the Year?

- Record of the Year was Aquarius, by the 5th Dimension
- Hurricane Camille hit the Mississippi gulf coast
- Pele scored his 1000th goal

Think you know the year? Email your answer to contest@connectingyou.com.

Every correct entry received by Dec. 31st will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

**Last quarter's winner:
Rhonda Black, Ottumwa**

Rhonda guessed correctly the year was 1988.

Gifts Galore!

The gifts you choose have to be small and light, we suggest a new Motorola KRZR or a Motorola Q. Add a Bluetooth headset and you have enough cutting edge features that it is easy to stay connected!

At Electronic Engineering, we carry a wide variety of cellular phones and accessories including music kits and memory cards.



Products pictured available at Electronic Engineering locations featuring Verizon Wireless. Similar cellular phones available at other Electronic Engineering locations.

Electronic Engineering

Connections you can count on.™

www.connectingyou.com

12/06

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.