



Next Generation DTR Series™ Enhancements Have Motorola Dealers Buzzing

DTR Series Digital On-Site Two-Way Radios Even Better With New Modifications

ATLANTA, Georgia – Since initial release in 2005, Motorola's DTR Series of Digital On-Site Two-Way Radios has been a big hit with dealers and end-users alike. The clarity, durability, quick return on investment and communications options have made the radios successful — now these benefits are being augmented to make the next generation product even stronger.

The next generation DTR Series will be enriched in the areas of both coverage and ease of use with the new enhancements. The first enhancement will be removable antenna options that will allow end users to choose from the new standard antenna the radio will be shipped with, or an optional extended whip antenna that will provide the radio with greatly enhanced coverage. The second modification is the development of a new Customer Programming Software (CPS), which will make the product increasingly friendly for dealers performing either initial or incremental radio programming.

Motorola's DTR Series dealers, both large and small, are very excited about the sales opportunities these enhancements will drive. "The next generation product is really going to open up some new markets for us," says Lee Dearmin, vice president of

Nashville's Airwave Communications. "The ability to have a removable antenna product with the option of a whip antenna is fantastic. We have tested the whip antenna in places the first generation radio would not work and the whip antenna provides crystal clear communication."

Another driver for these radios is cost containment. "When I visit with prospective clients regarding the DTR Series," says Dearmin. "The first thing out of anyone's mouth is, 'What's the monthly charge?' and I always throw up the big goose egg, and they absolutely love that!"

Dearmin's enthusiasm for the new enhancements is echoed by Jim Daniel, account manager for ERS Wireless of Indianapolis. "Having a full-blown interface into a computer will be critical to ease of programming and maintaining programming for your valued customers."

"Every time I take these radios out with me, I'm amazed," added Dearmin. "The feature sets they offer at their price point is simply phenomenal."

The enhanced next generation DTR Series radios are now available for shipment, along with a complete array of marketing materials.



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Lee Dearmin – Vice President, Airwave Communications

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our company, our people and our innovations, please visit www.motorola.com