

## EXECUTIVE SUMMARY

### EDUCATION

Driven by the need to ensure student safety while complying with tight budgets, districts and schools need communications equipment that is easy to operate, reliable and inexpensive. Meeting all these critical requirements, two-way radios are the ideal communications solution for the education market.

#### *Two-way radios support three basic functions in education:*

##### **In-school communications**

- Portable radios must be simple to operate and very durable
- Radios can supplement or replace intercom systems
- Unlike phones or the intercom system, faculty with their own equipment can be reached even if they are not in their classroom or office
- Advanced features enable one-to-one or one-to-many communications, meaning conversations between individuals or groups are private

##### **Transportation**

- Rugged, mobile units should be easily operated with bright, readable screens and large buttons
- Radios ensure student and driver safety by facilitating quick emergency response
- Radios are an efficient way for dispatchers to communicate route changes to drivers

##### **Emergency and security operations**

- Wide-area network with mobile/portable units support a district's security force
- Portables enable administrators to keep in constant contact with security and key district personnel, even if they must evacuate the building
- Tied in with local law enforcement, administrators and security personnel can report an incident directly to first responders, bypassing the telephone network

#### *Schools and districts have two basic wireless communication options:*

##### **Commercial services**

- Low initial costs for handsets that quickly add up with recurring monthly fees, and each additional handset adds another set of monthly fees
- Commercial services are only as reliable as their network will allow; poor coverage is often the norm and infrastructure is vulnerable to disruptions such as extended power outages

##### **Two-way radio**

- Very cost effective; once the handset is purchased, there are no recurring service or usage fees
- Many two-way radios are very rugged and designed to provide reliable communications during the worst possible conditions
- Two-way networks, especially those used in safety and security, are constructed to be mission-critical with backup power and redundant infrastructure
- Even with advanced features, radios should be very easy to operate with very little training necessary

*Use Modern Communications To Move Precious Cargo  
(Even When It May Not Act So Precious)*



**ICOM SPEAKS TRANSPORTATION AND SECURITY RADIOS. FLUENTLY.**  
Today's communication needs are more demanding than ever. Deciding what's right for you and your organization can be difficult. Let Icom America help. From battle-tested (and easy to use) conventional portable and mobile radios to complex, fully-featured communication systems, Icom America has it. Need to migrate to digital communications, but not ready to sacrifice your existing analog system? Icom offers the perfect P25 upgrade path – radios that your legacy system can use, with added reliability over U.S. government digital requirements. We offer a full line of radios and accessories, even shaver-size, instant-kill with the latest features and a price/performance ratio that's hard, if not impossible, to beat. Spec Icom radios. It's the smart choice. Contact an authorized Icom representative today.

**FOR NEW APPLICATIONS... NOW AVAILABLE IN A \$199 STREET-LEGAL KIT PRICE!**

**PERIOD: THE ULTIMATE BASE STATION OR REPEATER.**  
The ultimate in base station or repeater. The most powerful after 50 years of power out of the box. It's used to amplify any 10 or 15-watt base station, or it's a mobile base station for a portable. It's a perfect option for school bus users. Contact us today!

ICOM COMMUNICATIONS  
1.800.455.4558  
usa@icom.com  
www.icomusa.com

AMATEUR | AVIATION | LAND MOBILE | MARINE | RECEIVERS | SYSTEMS



## *Icom has a solid reputation for building radios that are rugged, easy to use and affordable*

- Many Icom radios meet or exceed military specifications for durability
- Packed with features such as built-in 2-tone, 5-tone, CTCSS and DTCS signaling, Icom radios can be programmed for one-to-one or group conversations
- Icom radios are designed to be smaller and lighter than similar equipment from other manufacturers, and they are very easy to learn and use
- Administrators are drawn to Icom equipment because it's a good value; the company's two-year warranty assures buyers they are getting quality equipment

### *Icom's portable radios*



#### **F11/F21 Series**

- A favorite of school administrators, including Florida's Broward County Public Schools, which has purchased more than 4,000 F21 UHF radios. "The radios are small, inexpensive and can be programmed and/or reconfigured to our licensed frequencies," says Lowrie C. Simon, Telecommunications Analyst with Broward Schools.
- Simple operation, wide channel range and high-quality audio are hallmarks of these radios

#### **F14/F24 Series**

- The next-generation radio for the education market with advanced features found in high-end radios but at a low-end price
- More rugged than the F11/F21 Series, the F14/F24 Series also includes the Li-ion battery chemistry for longer life and easier maintenance

#### **F3021/F4021 Series**

- A step up in functionality, these radios are ideal for users that require advanced programming but still desire ease of use
- The alphanumeric display and full keypad (optional) are especially handy for quick channel ID and custom channel naming



**SAFETY!**  
Optional man-down chip signals others if a team member has fallen



**HEADSETS**  
Optional headsets free up your hands and add privacy



**VOICE SCRAMBLER**  
Optional scrambler ensures secure communications

### *Icom's mobile radios*

#### **F121/F221 Series**

- The mobile radio of choice for education because they are cost-effective and full-featured with a large, readable alphanumeric display. Base station compatible
- Bus drivers especially like this radio's high audio quality produced by the 4-watt front mounted speakers

#### **F521/F621 Series**

- The next-generation radio for the education market with advanced features found in high-end radios but at a low-end price. Base station compatible
- A reliable option for operators looking for even more functionality, including trunking compatibility with the F621TR version



### *Icom's repeater*

#### **FR3000/FR4000 Series**

- The ideal solution for extending radio coverage on a large campus or across town
- Actually two products in one, this equipment serves as both a high-power base station and repeater
- 32 channels, 5-tone relay and DTMF remote capability, which allows users to control the unit over the air or via a phone line
- This equipment designed to accommodate both a duplexer and isolator, and the duplexer can be tuned without removing the unit from the rack

