



He Who Kors The Loudest

Digital Two-Way Radio Raises Its Voice As KorKor™ Hits The Market

The digital age has revolutionised the way we communicate. But despite the prolific nature of digital technologies, many security companies in New Zealand are still relying on analogue radio; a communication device that is set to be challenged by the introduction of a new digital two-way radio solution.

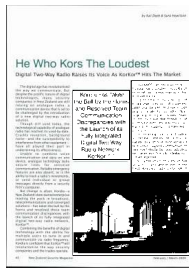
Though still used today, the technological capability of analogue radio has reached its used-by-date. Crackly reception, background noise—and the susceptibility to interference from other equipment—have all played their part in undermining its effectiveness.

Unable to combine voice communication and data on one device, analogue technology lacks secure lines for sensitive

communication. Reliable emergency features are also absent, as is the ability to track a radio's movements, or send individual or group messages directly from a security firm's computer.

But change is afoot. Kordia—a New Zealand state-owned enterprise leading the pack in broadcast, telecommunications and converged solutions—has taken the bull by the horns and resolved these team communication discrepancies with the launch of its fully integrated digital two-way radio network, KorKor™.

Combining the benefits of digital technology with the ability for multiple users to tune in and communicate via radio frequency, Kordia is confident that KorKor™ will revolutionise the way security companies and the trades operate.



“Kordia has Taken the Bull by the Horns and Resolved Team Communication Discrepancies with the Launch of its Fully Integrated Digital Two-Way Radio Network, Korkor™.”

“Korkor™ is an integrated digital two-way radio solution,” says Aaron Olphert, business manager for Kordia Limited.

“It combines the concept of traditional analogue radio with the additional benefits that come with digital capability. So rather than juggling multiple devices, team members have the freedom of communicating any way they like. Calling, messaging and tracking—all in one.

“From group calling and public switched telephone network capabilities, to text messaging via one single rugged communication tool, each digital two-way radio has the same user-friendly interface as a mobile phone.”

So what does this mean for security teams and trades in the field? Analogue radio conversation





is out the window and secure digital communication is now the name of the game.

Though offering the same user-friendly interface as a mobile phone, digital two-way radio takes team communication to another level.

Private one-to-one calls can be made using KorKor™'s in-vehicle and handheld digital devices. However, it's the ability to hold two-way conversations with multiple radios within a company's specified 'talk group' that really opens up the lines of communication for all involved.

Add to that the ability for radio users to send text messages to their company's home base, and receive messaging back, and you have the makings of a true business critical communications solution.

**trackKor™ Shows, in
 Teal Time, Exactly
 Where Every Radio is.
 Any Team Member in
 Trouble can be
 Immediately Tracked
 and Located.**

Compared to analogue radio, digital two-way radio makes it easier to hear and understand conversations at long range and in difficult environments. It provides higher calling capacity, enhanced voice quality and more consistent service at the outer limits of coverage.

"Not only can KorKor™ improve team business communications, it also provides online emergency tracking features that traditional walkie-talkies could not," says Olphert.

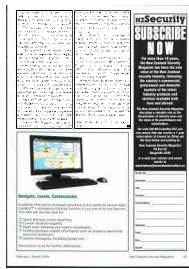
Emergency features that, according to Olphert, will bring peace of mind to staff out in the field.

"You need to know exactly where your team is, that they are safe and can quickly call for help in an emergency situation," he says.

"Combined with the trackKor™ web-based GPS tracking system—which can track not only vehicles, but staff using handheld radios with built-in GPS—KorKor™ makes this possible."

Each radio handset includes a single-push panic button which, when pressed, activates an emergency alarm. This alarm can be





programmed to alert a user's entire talk group or a company's designated emergency response team, even if the radio is turned off.

"The radio alarm is just one of the alert mechanisms," explains Olphert. "All recipients will hear a loud warning tone. Their radio screens flash red and they can see who is in trouble via caller ID.

"The second mechanism is the radio's hot microphone. Activated by the emergency button, this automatically opens a clear line of communication to all other radio users within the talk group. The person in distress can call for help or provide details of the situation if they are able, without needing to press the radio's push-to-talk button.

"These same triggers are activated at the company's home base on the trackKor™ system."

trackKor™ shows, in real time, exactly where every radio is. Using clear easy-to-read icons, movement trails and online mapping, any team member in trouble can be immediately tracked and located.

"trackKor™'s features provide an excellent tool to improve staff

safety and the ability to respond to critical situations fast," says Olphert. "It is this integration that means someone in distress can be pinpointed quickly via online mapping."

In Australia, transport companies, city councils, waste management services and the trades have already embraced their version of digital two-way radio: Zeon Digital.

Australia's list of digital two-way converts includes the Brisbane City Council which jumped on board after bus drivers reported numerous incidents of passenger violence and robbery.

Here in New Zealand, Kordia is preparing for the market to follow suit. Analogue radio may have cemented itself as a preferred team communication option for the security, building and transport industries, but will it be able to compete with its swanky new cousin? We doubt it. It may well be that for the classic walkie-talkie ...

"The." Over. "End". Over. "Is." Over. "Nigh."

