



# BREAK THROUGH THE NOISE. **BE HEARD.**

INTRODUCING THE MOTOTRBO R7 TWO-WAY RADIO



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# THE VALUE OF BEING HEARD

In 2021, we set out to understand how workers across multiple industries communicate and what challenges are keeping them from improving operational efficiency, safety and collaboration. During the survey process, we heard from over 3,000 individuals. These invaluable responses came from high school principals, plant managers, hospital staff, security personnel, warehouse workers and many more who rely on clear communications to get the job done.

According to the 2021 Motorola Solutions Commercial Markets Survey, audio quality ranks within the top three communication challenges for organizations across the commercial landscape.<sup>1</sup> With audio performance shown to boost productivity and performance and increase concentration and safety, ensuring your team can be heard loud and clear is crucial for any organization.<sup>2</sup>

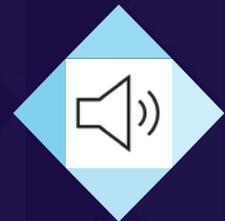
The following pages illustrate the communications challenges that workers in specific environments face on a daily basis and an all new two-way radio that is built to help teams hear and be heard.

<sup>1</sup> 2021 Motorola Solutions Commercial Markets Survey

<sup>2</sup> <https://www.technologyrecord.com/Article/what-are-the-effects-of-bad-audio-in-the-workplace-116977>

## TOP 3 COMMUNICATIONS CHALLENGES

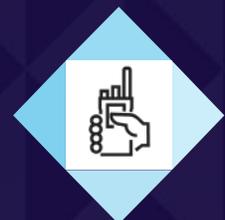
2021 Motorola Solutions Commercial  
Markets Survey



1. AUDIO QUALITY



2. COVERAGE



3. DEVICE DURABILITY

# BE HEARD WITH THE NEXT MOTOTRBO TWO-WAY RADIO: MOTOTRBO R7

Your business relies on communications. MOTOTRBO R7 is a digital portable two-way radio that offers game-changing audio capabilities in a rugged, future-ready device.

## LOUD AND CLEAR

MOTOTRBO R7 excels where audio communications can be challenging — providing next-level noise cancellation, loudness, and clarity — so your team can hear and be heard anywhere you operate — even in the noisiest environments. MOTOTRBO R7 lets your team hear and be heard the first time — when it matters most, and delivers unprecedented loudness, so your team can hear in any situation.

## CONNECTED WHEN IT COUNTS

MOTOTRBO systems combine superior signal strength with the flexibility to customize site coverage, a predictable cost structure built around your needs, the control to decide which features and which devices go on your network, capacity for as many devices as your team needs, and the capabilities to ensure that your team is only a button's push away.

## BUILT TO OUTPERFORM

MOTOTRBO R7 is tested to meet military standards, and built to outperform whatever is thrown its way. R7 is intrinsically safe, so you can use it in hazardous environments without the risk of ignition or fire. IP68 and IP66 ratings mean that it's completely dust-tight and protected from water immersion of up to 2 meters for 2 hours, as well as direct impact from highly pressurized water streams. Even the screen is ruggedized for impact resilience and can withstand multiple drops onto concrete.

And R7's housing material was specially designed for the medical industry to resist disinfectants and decontamination substances.\*

\*Please refer to the MOTOTRBO R7 user manual for a list of approved disinfectants and decontamination substances.

MOTOTRBO  
R7





## MANUFACTURING

Manufacturing facilities produce enormous amounts of noise. From heavy machinery to continuously operating equipment, workers are constantly surrounded by industrial din. Communicating in this unique work environment can be a challenge due to the large number of competing sounds. Your team needs to be able to cut through the clamor to share and receive information on the line.

With MOTOTRBO R7, noise cancellation and feedback suppression cuts through the deafening noise of heavy machinery and removes potential interference from nearby radios. The result is clear communications – anytime and anywhere. When crystal clear communications are integrated with video and analytics in our Safety Reimagined ecosystem, operational efficiency is maximized across all functional areas of your plant – creating better and safer outcomes.

**“MANUFACTURING WORKERS CITED DEVICE DURABILITY AND AUDIO QUALITY AS THE TOP TWO COMMUNICATIONS CHALLENGES.”**

2021 MOTOROLA SOLUTIONS  
MANUFACTURING SURVEY

## TRANSPORTATION AND LOGISTICS

A boom in e-commerce has resulted in skyrocketing activity levels at warehouses across the country. Keeping the line running smoothly requires quick and efficient communications. But being heard in the loud and bustling warehouse environment can be challenging. MOTOTRBO R7 provides the noise cancellation your team needs to be able to be heard above all else.

With demand at an all-time high, efficiency and productivity is critical to ensuring customer satisfaction and business success. Being heard loud and clear the first time ensures the line stays moving and isn't slowed down by potential communication troubles. Harnessing the power of our Safety Reimagined ecosystem, you can maximize your communication investment with critical alerts from your video and access control systems – keeping your team aware and informed at all times.

**“32% OF TRANSPORTATION AND LOGISTICS COMPANIES REPORT DEVICE AUDIO QUALITY AS THEIR TOP COMMUNICATIONS CHALLENGE.”**

2021 MOTOROLA SOLUTIONS TRANSPORTATION SURVEY





# HOSPITALITY

From casinos and theme parks to stadiums and concert venues, customer satisfaction is the bottom line for the hospitality industry. Ensuring operations run smoothly and efficiently requires constant and clear communication. Yet saturated crowds, cheering fans, loud equipment and blaring music can all impede your team's ability to communicate.

With MOTOTRBO R7, your team is able to hear over all the noise with cutting-edge noise cancellation capabilities. Powerful speakers ensure clear and loud audio for even the noisiest of environments. Integration with our Safety Reimagined ecosystem increases your technology investment. Personalize your information sharing with communications categories that enable you to instantly connect with specified personnel depending on the level of response needed for a situation within your facility or venue. Or you can easily send critical alerts to all staff – not just security – during an emergency situation. It all comes together to keep your team connected.

**“40% OF HOSPITALITY WORKERS IDENTIFY DEVICE AUDIO QUALITY AS THE TOP COMMUNICATIONS CHALLENGE.”**

2021 MOTOROLA SOLUTIONS HOSPITALITY SURVEY

## EDUCATION

Schools are a whirlwind of activity. Coordination and communication is critical to ensuring the school day runs smoothly and efficiently. And in an emergency, such as a fight, active assailant or weather event, you need to be able to communicate with your team loud and clear. But the ongoing noise of the school day can make it difficult to communicate – whether it's the crowded lunchroom, the enthusiastic crowd at an athletic competition, the bustle of students during a passing period, or the sounds of band practice.

The MOTOTRBO R7 provides the audio capabilities your team needs to communicate in any situation. Noise cancellation cuts through the din of a bustling school while sharp, clear audio ensures messages come through loud and clear. Backed by the power of our Safety Reimagined ecosystem, team communications are taken to the next level with intelligent audio that ensures your team is heard the first time in loud, confusing or potentially dangerous situations.

**"40% OF SCHOOLS  
REPORTED THAT  
THEIR PERSONNEL  
CAN'T HEAR CLEARLY  
IN NOISY AREAS."**

2021 MOTOROLA SOLUTIONS  
EDUCATION SURVEY



## HEALTHCARE

Healthcare facilities across the country are facing unprecedented challenges. Beyond historic levels of demand, healthcare remains the top industry for workplace violence. In this highly-charged environment, being able to communicate quickly and clearly is vital to ensuring the safety of all staff, patients and visitors.

During a loud, critical incident your team needs to be able to cut through the noise of a bustling hospital. MOTOTRBO R7 features noise cancellation and customizable site coverage to ensure team members can communicate and be heard clearly wherever they are in your facility, enabling them to get security on scene quickly. Integration with video security and access control in our Safety Reimagined ecosystem accelerates detection and response times – increasing worker and patient safety throughout your facility.

**“45% OF HEALTHCARE WORKERS ARE CURRENTLY STRUGGLING WITH COMMUNICATIONS COVERAGE ACROSS FACILITIES.”**

2021 MOTOROLA SOLUTIONS HEALTHCARE SURVEY

## BRING MOTOTRBO R7 TO YOUR FACILITY

Air Comm is here to help. Our team of experts will work with you to understand the unique needs of your business and help you uncover the best options to maximize your technology investment. Also, we'll walk you through all the new features you'll get with this new device and show you how MOTOTRBO R7 is built so you can hear and be heard.

Request your personalized [product demonstration](#) today and an Air Comm representative will be in touch with you.

Learn more at: [www.aircomm.com](http://www.aircomm.com)



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