Today's Wireless World™

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Fall 2006

The Silver Lining in Hurricane Katrina: QuickSite™

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Suncor Energy

Today's Wireless World™

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"I do not think that the wireless waves I have discovered will have any practical application."

Heinrich Rudolf Hertz

Heinrich Rudolf Hertz (1857–1894) was the German physicist for whom the hertz is named. In 1888, he was the first to demonstrate the existence of electromagnetic radiation by building devices to produce UHF radio waves.

In addition to publishing *Today's Wireless World*, BearCom sells, rents, and services a broad line of quality wireless communications products and complete mobility solutions. Thousands of organizations around the world depend on BearCom to help keep them connected... everywhere, all the time.

Opening Thoughts:

Introducing *Today's Wireless World*™

By John Watson and Jerry Denham

Welcome to the inaugural issue of BearCom's *Today's Wireless World* magazine. This all-new, quarterly publication is dedicated to bringing you timely information about the wireless communications and solutions industry.

In each issue, *Today's Wireless World* will highlight the latest in wireless products and technologies. We'll also explore how these tools can have a positive impact on your daily operations and overall efficiency.

Look for *Today's Wireless World* to become your primary information source for new product and technology developments and valuable industry insight. Feature articles will frequently include observations and advice from partner, industry, and internal experts. Additionally, we'll provide pertinent news stories, success stories, industry trends, an events calendar, and interesting wireless industry factoids, as well as information from and about our partners to help highlight their latest news and breakthroughs.

To complement the *Today's Wireless World* magazine, BearCom publishes a Web site and monthly e-mail newsletter by the same name that offer additional features and product information. Please check them out online at www.TodaysWirelessWorld.com. We hope you enjoy these new resources and are able to use the information contained in them to enhance and expand your communications capabilities.

From digital two-way radios and smart phones to mesh broadband networks and emergency communications solutions, it's an exciting time for the wireless industry… and it's BearCom's goal to not only deliver the news by way of *Today's Wireless World*, but to provide you with the proper tools to meet your unique and specific wireless communications needs.

BearCom and *Today's Wireless World*–working together to keep you at the forefront of the wireless revolution! •

"From digital two-way radios and smart phones to mesh broadband networks and emergency communications solutions, it's an exciting time for the wireless industry."

JOHN WATSON
Chairman, BearCom
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Cover Story:

The Silver Lining in Hurricane Katrina: QuickSite™

By Holt Hackney

Like millions of other Americans, Mike Butler was glued to the television in the aftermath of Hurricane Katrina. The BearCom engineering manager empathized with the victims who had lost their homes, and at the same time, he felt helpless.

Then the phone rang.

It was the National Guard calling Butler for a quote for 50 two-way radios, two base stations, and a repeater. The conversation quickly turned to the challenges involved in rescuing the hundreds of thousands of people who were left homeless in New Orleans. One thing led to another, and Butler was soon describing a product that hadn't even been built yet–a trailer that could serve as a portable emergency communications solution and would be smaller, faster, and much less expensive than what the industry had been using.

"The next thing I know, I was towing BearCom's first QuickSite unit to the Gulf Coast, where I was to train the Guard on how to use it," said Butler. "It was so rewarding to be able to help."

Butler and BearCom will get plenty of other chances to help, judging by the reaction the public sector has had to the QuickSite product over the last 12 months. "What we're finding is that our predecessor was less efficient and more costly than QuickSite," said Butler. "Not only is that great for BearCom, but it's great for everyone, since municipalities and public sector departments that deploy this technology can be nimble in the face of a disaster while retaining more financial resources to help people in other ways."

Mobile Command Posts are Hardly New

In recent years, the public sector recognized the devastation that could occur to a communications network in the face of a man-made or natural disaster. This realization led to the development of emergency operations centers, or EOCs, which became synonymous with the fall-back position for government operations in the face of such crises.

The EOC serves two purposes. First, it allows redundant command and control after the loss of facilities. Second, it provides enough room for officials and communications personnel to work closely together.

Continues on page 4...

During Hurricane Katrina and the subsequent floods, more than 1,800 people lost their lives, making it the deadliest U.S. storm in almost 80 years. It was also responsible for more than $80 billion in damage–the costliest natural disaster in U.S. history.

Immediately after a tornado, hurricane, or any other natural or man-made disaster, BearCom's QuickSite can be quickly and easily transported and deployed by public safety or utility personnel, allowing communications to be restored as soon as possible.

"Had QuickSite been born before Hurricane Katrina, it seems certain it would have made a difference in the rescuers' attempts to save lives."

"Municipalities and public sector departments that deploy this technology can be nimble in the face of a disaster while retaining more financial resources to help people in other ways."

...Continued from page 3

However, most dispatch centers do not have enough physical space to allow a large group of people to work effectively together.

After 9/11, funding became available for many municipalities and agencies to construct an EOC. One of their key considerations was whether to build a physical structure or embrace a mobile configuration which could be moved out of harm's way and/or transported quickly where needed. Most organizations chose to build a physical structure. While this can be an efficient method under many circumstances, it can also backfire. The New York City EOC, for example, was located in a building across the street from the World Trade Center and had to be abandoned very quickly after the attack.

That lesson was not lost on officials in the public sector, many of whom began to embrace the value of having a mobile command post. Rushing to meet that demand, manufacturers have built and sold dozens of varieties of the mobile command post, ranging from buses to SUVs. Most were outfitted with radios, computers, and the interoperability components needed to handle the necessary command and control of a crisis. But these solutions were problematic. They were bulky and expensive–some weighed as much as 20 tons and were priced at up to $500,000.

QuickSite to the Rescue

BearCom and Butler, having operated for many years in the two-way radio, cellular phone, and paging industry, had a better idea–introduce a lightweight, highly mobile trailer which houses all of the equipment necessary to replace a communications tower. The trailer, weighing in at 3,000 pounds fully loaded, could be easily towed by a pickup or SUV, or it could even be airlifted, as it falls within the cargo capacity of the standard military helicopters used by state national guards and the active military.

Once on site, the trailer should be placed at a high location. In an urban environment, QuickSite can be towed to the top level of a parking garage or airlifted to the roof of a tall building, where it can deliver comparable service levels to a fixed communications tower.

Had QuickSite been born before Hurricane Katrina, it seems certain it would have made a difference in the rescuers' attempts to save lives. But Butler doesn't dwell on that. He knows the best course he can take is to continue developing communications solutions that will enable first responders to come to the rescue more quickly the next time disaster strikes. ●

Holt Hackney is Managing Editor for Today's Wireless World magazine.

Product Review:

Futuristic Wearable Communications Device

By John Czapko

"Meet George Jetson!" That's what you might expect to hear coming through the new communications badges being used at Blacktown Hospital in Sydney, Australia, where employees are striding into the future, courtesy of Vocera Communications.

Vocera has introduced a wearable device with a rich feature set that enables instant, wireless voice communication that users control with naturally-spoken commands. That solution is being leveraged at dozens of hospitals, hotels, and other entities around the world.

At Blacktown Hospital, former methods of communication between staff involved cell phones, pagers, and physical searching, which management deemed inefficient.

According to the hospital, using the Vocera Communications System has resulted in time savings for staff of an estimated 6,000 hours per year, leading to potential annual cost savings of more than $100,000. "Vocera has enabled us to improve service to our patients by harnessing wireless technology," added Dr. Michael Hession, Director of Emergency Medicine, Blacktown Hospital. "Using Vocera, we reduced individual time lag, speeding up

Continues on page 6...

The Vocera System Software and Badge allow users to instantly communicate with others throughout a campus environment by using simple voice commands.

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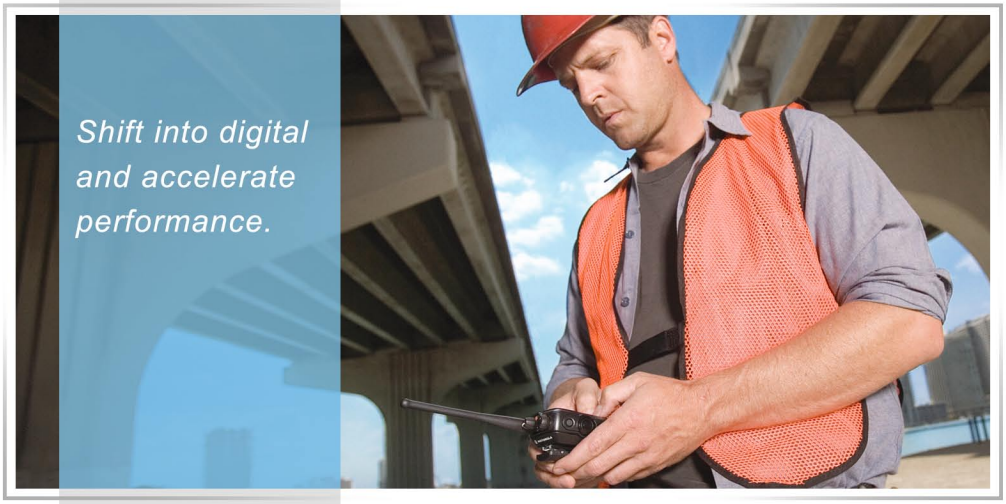

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www.BearCom.com/motorola

"According to the hospital, using the Vocera Communications System has resulted in time savings for staff of an estimated 6,000 hours per year."

"By partnering with BearCom, Vocera is in a position to bring together best-of-breed technologies and solutions to multiple industries."

Andrew Gassiot
Partner Relationship Manager
Vocera Communications

...Continued from page 5

patient flow and reducing staff frustration levels."

The Vocera System is beneficial to more than just hospitals; for example, it is being used in the hospitality industry at upscale properties such as the Talbott Hotel in Chicago and the Mansion on Turtle Creek in Dallas. The Vocera System is also being sold into retail, manufacturing, security, and educational settings, among others.

New customers are realizing the myriad of benefits of using the Vocera System, such as the fact that it:

Saves Time
Instant communication between people allows decisions to be made on the spot, and it eliminates the need to "page and wait," reducing the time it takes to assist customers and patients.

Saves Money
The solution works with standard 802.11b (Wi-Fi) WLANs, reducing additional wiring costs and leveraging current investments in wireless LANs. In addition, there are no recurring monthly service fees.

Improves Productivity and Employee Satisfaction
The intelligent system software eliminates the need to memorize extension numbers, allowing workers to find associates by name, function, or group. The solution also provides person-to-person communication and group communication with desired individuals. Additionally, the one-to-one and one-to-many messaging options reduce the need for noisy overhead paging, which can disturb both customers and staff. And the lightweight, wearable, virtually hands-free badge allows users to multitask while communicating.

Enhances Customer Satisfaction
The ability to have instant communication enables fast response to customer and patient needs. The find-by-function or find-by-group features allow service professionals to find answers to customer inquiries on the first call for assistance.

Not surprisingly, the Vocera solution has received numerous awards, including:

- Communications News' "Editor's Award" (three separate awards), 2006
- AlwaysOn's "Top 100 Private Company Award," 2004 and 2006
- Entrepreneur and PricewaterhouseCoopers' 11th Annual "Hot 100 Listing of Fastest-Growing New Companies in the U.S.," 2005
- Network Computing's "Well Connected Award," 2004
- Red Herring's "Top 100 Private Firms," 2004
- "Best of Show Award" at the 15th Annual Embedded Systems Conference in San Francisco, 2003

But perhaps the best accolades come from the system's users. One such nurse recently praised the solution in the media. "This really reduces running-around time," says Dorothy Bourgeois, R.N., Nurse Manager at Gottlieb Memorial Hospital in Melrose Park, Illinois. "It was an instant help because we could reach dietary, housekeeping, and others and get an immediate response. We also can talk to all of the charge nurses or all of the nursing staff at the same time." ●

John Czapko is Vice President of Sales for BearCom.

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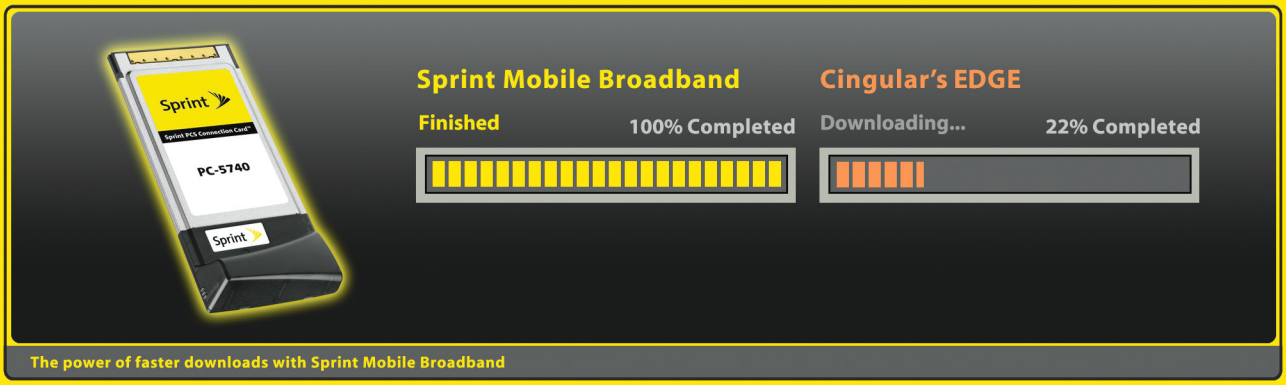

Industry Spotlight:

Government/Public Safety

By Hugh Johnston

When public safety and other government officials cannot be tethered to a phone line or desktop computer, wireless communications becomes their lifeline. There are three general categories of public safety wireless communications: everyday, emergency, and catastrophic.

Everyday communications include all of the routine voice, data, or video information exchanged in normal operations. This information can be simple or sophisticated, but interruptions or failures may typically be more annoying than critical.

Emergency communications involve potentially life-threatening situations or incidents where damage to private or public property could be imminent.

Examples might be a fire fighter talking on his two-way radio from within a burning building or a police officer relying on wireless data being displayed on a vehicular computer regarding a dangerous individual. Service interruptions or failures potentially can mean life or death.

Catastrophic event communications typically involve a disastrous situation where communications links are destroyed or overloaded in a crisis. This could involve severe weather events such as tornadoes or hurricanes or man-made catastrophes such as the tragedy of September 11, 2001. Should events like this ever occur, well thought-out contingency plans are mandatory.

The best approach for planning is to start with a "clean sheet of paper." Determine whom, when, and where. Including digital, consider all types of new technologies—don't just rely on the "old faithful" equipment that was engineered in the mid-20th century. And remember that nothing in your system is more critical than the most careful planning possible. •

Hugh Johnston is Technical Support Manager for BearCom.

Nobody beats the National Football League when it comes to marketing. Watch, for example, how the league uses wireless technology to speed up and improve the action on the field. Motorola microcontrollers built into their helmets allow NFL quarterbacks to communicate wirelessly with their coaches–that leads to faster, smarter plays.

Wireless Lifestyle:

Changing the Way the Game is Played

By Holt Hackney

Throwing an interception is one of the worst things a quarterback in the National Football League can do. The only thing more depressing may be the walk to the sidelines, where an angry head coach awaits him. Or at least that's the way it used to be.

Today, that same quarterback might instead walk straight to the sidelines and slide on his Motorola headset. He'll then listen intently as an offensive coordinator or another assistant coach in the press box shares his observations about the coverage in the secondary and what the quarterback can constructively learn from the situation.

Such moments are becoming more frequent as the NFL embraces wireless technology. "The advances have been pretty remarkable over the last 20 years," Hall of Fame Quarterback Troy Aikman recently told *Popular Mechanics* magazine. Aikman went on to describe how such conversations now go beyond just the sidelines to the field of play, thanks to a recent modification to NFL rules, which allows a quarterback to receive feedback up until the play clock hits 15 seconds. The coach "will say, 'this is what the other team likes to do in this situation,' or 'make sure to tell the receiver to come off the line strong' on a particular route."

There are plenty of other uses as well, such as giving the head coach the ability to literally page the referee if he wants to dispute an official's call and ask for a review from the replay booth.

An Agent for Change

The central catalyst in promoting game-changing technological innovations appears to be Motorola. In August 2006, the technology giant joined the NFL in announcing a five-year contract extension of its corporate relationship through the 2011 season. Motorola significantly expanded the relationship from a national to a global NFL partner, enabling the two organizations to test technology solutions in the NFL Europe League, among other things. Motorola will also continue to be the NFL's exclusive telecommunications hardware sponsor–both at the league level and with all 32 teams.

"The opportunity to work collaboratively with the NFL to institute a variety of innovative communications solutions within the game provides a compelling arena to demonstrate Motorola's vision of seamless mobility," said Motorola Chairman and CEO, Ed Zander in announcing the deal.

The parties announced that Motorola's demonstrated leadership in mesh networks and wireless communications will be called

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upon to enhance various types of communications on the playing field. Originally developed for military applications, mesh networks are changing the way organizations communicate in a new world of seamless mobility.

A Balancing Act

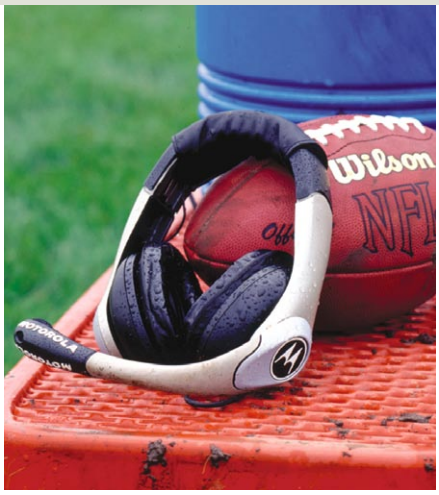
Shortly after the deal was announced, NFL Commissioner Roger Goodell presided over a press conference, where he stressed his desire for the league to embrace technology so that the teams and their players "can perform at the highest possible level in a way that will allow our fans to enjoy the experience." He specifically focused on crowd noise in opposing stadiums and the disruption it can cause, since linemen and receivers can't hear the quarterback during the snap count. This, in turn, leads to false start penalties and stoppages in play. Goodell also noted that crowd noise prevents teams from putting "the full offense in, (in that) they are not able to change the plays at the line of scrimmage."

Goodell was careful to draw a line, so as not to discourage the "12th Man" phenomenon that describes an enthusiastic and loud crowd. "I don't want to take out the 12th Man effect. I'd love to see the 12th Man in 32 cities. It's a great thing for our fans… and I think they do influence the game. The question is: how far should that influence go?"

Goodell believes that by leveraging some of Motorola's technology–for example, embracing helmet-to-helmet wireless communications–the league can continue to promote fan involvement and the loud support of their team without sacrificing the quality of the product.

Initiating its own brand of hurry-up offense, the NFL told *Today's Wireless World* that this experiment will begin next spring in the NFL Europe League. •

Holt Hackney is Managing Editor for Today's Wireless World magazine.



Motorola has been providing wireless communications technologies to the National Football League for several years and has recently become a global NFL partner.

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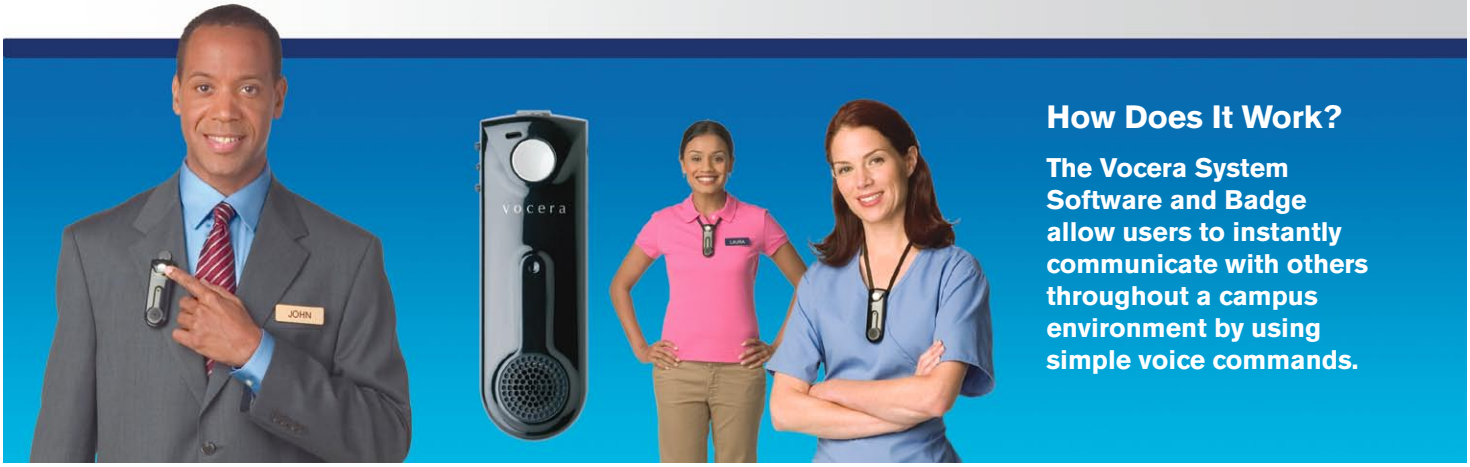

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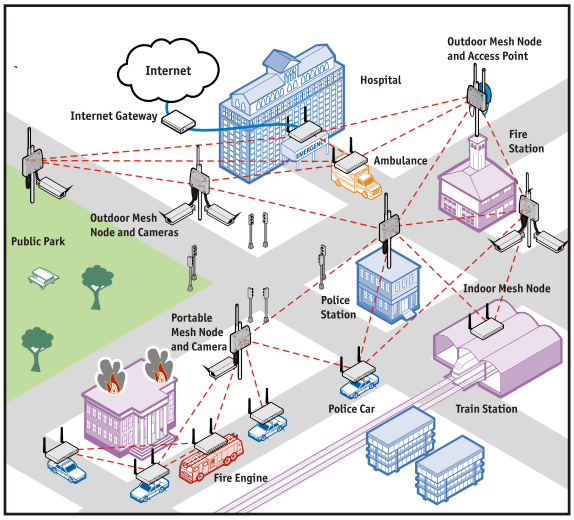

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Did You Know?

On-Site Radios Need Licenses, Too

By Ron Franklin

Outfitting your employees with radios is a great way to ensure security and efficiency at your facility. Operating your own radio system has a lot of pluses and mostly is an easy business decision. However, after you unpack and charge those radios, remember to apply for your Federal Communications Commission (FCC) license.

On-site business radios operate on frequencies that are regulated by the FCC. That means they must be on the proper frequencies and may require a license. A national retailer recently paid a hefty fine for not having the proper licenses.

Make sure you get the radio you need. Sometimes users choose a GMRS radio or an FRS radio for business use. Those radios are technically capable; however, the kind of use a business usually puts them through can make them vulnerable to interference, and they are not allocated for industrial or business use.

Radios using frequencies allocated under what's called "Part 90" of the FCC rules are terrific business tools. They usually operate at low power, only 1 or 2 watts, and their frequencies are generally in the 450-470 MHz band. These popular on-site tools need licenses, too.

The license ensures that you are identified in the FCC database and minimizes the potential for interference from a nearby radio system. If you are "there first," you have the right to ask the interfering party to alter its use, and the FCC will back you.

For more information, contact BearCom or download an easy-to-use "mobile only" form at the EWA Web site: www.enterprisewireless.org/coordination/Worksheets.html. •

Ron Franklin is Director, Customer Service for the Enterprise Wireless Alliance (EWA).

Success Story:

Increasing Safety and Efficiency with Two-Way Radios

By Brent Bisnar

The Customer

Suncor Energy is a fast-growing, integrated company that is strategically focused on developing one of the world's largest petroleum resource basins–Canada's Athabasca oil sands. In 1967, Suncor made history by tapping the oil sands to produce the first commercial barrel of synthetic crude oil. Since then, Suncor has grown to four major businesses with more than 5,000 employees. Suncor's primary brands are Sunoco and Phillips 66.

The Challenge

Like many energy companies with a large employee base, Suncor experienced inefficiencies because much of its workforce spent a great deal of time in the field. Using out-of-date technologies, those employees were challenged when it came to providing real-time analysis and communicating information to fellow team members. Those issues were accentuated when Suncor began planning a major turnaround at its refinery in Colorado. The energy giant turned to BearCom for help.

The Solution

After consulting with Suncor and conducting a thorough needs analysis, BearCom provided a rental solution based on the latest technology in two-way radios. The package included more than 400 Motorola intrinsically safe radios, as well as five Motorola repeaters and a multi-coupler/combiner. BearCom also reprogrammed all of the radios to the required frequencies, expanding their capacity from three channels to 16.

The Results

"The ability to instantly alert someone or call for aid has had a dramatic effect on our ability to limit the damage a problem could cause," said Allen Moseng, an instrument electrical planner at Suncor. Moseng noted that another benefit has come in the area of efficiency. "Partnering with BearCom enabled us to have something akin to conference calls in the field. Our employees are broken up into groups with very specific responsibilities. Those groups might use a particular two-way radio channel, and everyone in that group monitors that channel. They may not have to act on what they hear, but the information they receive as a result affects the way they do their jobs in a very positive way." •

Brent Bisnar is Vice President of Rentals for BearCom.

"The radios we rented from BearCom have had a huge impact on safety."

Allen Moseng
Instrument Electrical Planner
Suncor Energy

Suncor's Colorado refinery provides a vital link between its oil sands resource base in Canada and the growing energy market in the U.S. The 90,000-barrel-per-day operation supplies about 35% of Colorado's gasoline and diesel fuel demand and is a major supplier of jet fuel to the Denver International Airport.

Calendar:

Upcoming Wireless Industry Events

By Will Gock

wVoIP 2006
San Francisco, CA
November 7-8, 2006
www.wvoip.com

IWCE/MRT Wireless Summit
Charlotte, NC
November 14-15, 2006
www.iwce-mrt.com

Wireless Congress 2006
Munich, Germany
November 15-16, 2006
www.wireless-congress.com

IDC's Mobile Enterprise Conference
London, England
November 22, 2006
www.idc.com/events

IDC's Mobility and Telecom Convergence
Dublin, Ireland
November 23, 2006
www.idc.com/events

Wireless Cities Congress
Cannes, France
November 29-December 1, 2006
www.wirelesscitiescongress.eu

W2i Digital Cities Convention
Philadelphia, PA
December 5-7, 2006
www.w2idigitalcitiesconvention.com

Wireless World 2007
Sydney, Australia
March 20-21, 2007
www.wirelessworld2007.com

IWCE Expo
Las Vegas, NV
March 26-30, 2007
www.iwceexpo.com

CTIA Wireless 2007
Orlando, FL
March 27-29, 2007
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EWA Enterprise Wireless Alliance

Around The World:

Wireless News and Views

By Holt Hackney

Improved Browsing Experience Helps Increase Popularity of Smart Phones

A high-profile industry analyst is encouraged by the latest improvements to mobile devices and the speed with which users can access the Internet.

Todd Kort, an analyst with market research firm Gartner, recently noted that "having to wait one or two seconds instead of five or six seconds for a Web page to refresh enhances your browsing experience," and that this improvement could well drive adoption of the latest smart phones. He added that while those phones may never rival the speed and visuals that come from accessing data from a desktop or notebook PC, they can keep users connected at virtually all times. This has significant ramifications when users must act quickly on the data being downloaded on their phones.

Some of the more popular smart phones are Research In Motion's BlackBerry devices and Palm's Treo, among others. •

Wireless Networks Bring New Efficiencies to Fairgrounds

The only limit to where wireless networks can introduce new efficiencies appears to be the imagination. A case in point is the recent announcement that Firetide, Inc. had partnered with North American Midway Entertainment, LLC (NAME) to bring Firetide's mesh technology to NAME's fairgrounds at more than 130 events annually in the U.S. and Canada. Firetide, a leading developer of wireless multi-service mesh technologies, anticipates that the most significant capability it will provide to NAME is the ability to do wireless transaction processing at fairgrounds throughout North America.

NAME, the largest mobile amusement company in the United States and Canada, provides midway attractions such as rides, food, and games to approximately 19 million attendees. The company uses the Firetide mesh to provide a portable wireless network for electronic ticketing and point-of-sale terminals on the midway and at fair admission gates.

"We operate mobile amusement parks that pick up and move every couple of weeks. Our electronic ticketing system currently operates in 14 cities across the U.S. and Canada during its nine-month touring season," said Robert Perkins, Executive Vice President of NAME. "Everybody on staff is busy during this time, and the network that travels with the crew must be very easy to set up and tear down and reliable enough to handle high volumes of electronic transactions quickly and securely." •

Motorola's Acquisition of Symbol is Good News for Retail, Trucking, and Other Industries

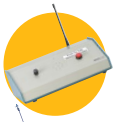
Motorola agreed in September to pay $3.9 billion to buy Symbol Technologies, a maker of bar code and other wireless products targeted to retail, trucking, and other industries. Analysts heralded the deal as a reflection of Motorola CEO Ed Zander's theme of "seamless mobility."

"This works perfectly with that theme, because it adds a very strong player in portable data to Motorola's suite of products," Charter Equity Research analyst Edward Snyder told *Investors Business Daily*. Other analysts piled on. "This is a great buy for Motorola," AMR Research analyst Eric Austvold told the newspaper. "They got a reasonable price for the technologies and assets that come with Symbol. What they were able to buy—at a discount, quite frankly—is the experience that Symbol has in going to market with a new, emerging technology."

One of the technology jewels that Symbol possesses centers on radio frequency identification, or RFID, which provides companies with an easier way to track inventory and sales than traditional bar code technology. Since Motorola is "no stranger to the RFID business," said AMR's Austvold, "this could radically transform the use of RFID technology." He added that the acquisition of such technologies is part of a grander picture. "In order for the Internet to go airborne, there has to be a convergence of technologies and platforms. Zander is betting the Motorola future on companies investing (in equipment) to make their employees and assets go mobile." •

Holt Hackney is Managing Editor for Today's Wireless World magazine.

Warning: This Ad Contains Strong Language.



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