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IDAS™ Brewing in Vermont



Maybe the dealer customer relationship to be envied is one that has longevity, a good-working rapport, and lots of free coffee—lip-smacking-good free coffee—gratis from the customer the dealer services. Todd Goad, General Manager and part owner of Burlington Communications in Williston, Vermont, may make you a bit jealous.

Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR) is the leading specialty coffee company that went public back in 1993 and owns the juggernaut single-cup coffee manufacturer Keurig. GMCR is based in Waterbury, Vermont, a 30-minute drive east from Burlington Communications facility in Williston.

"It's always fun going down there on sales or service calls," said Goad. "They are always offering free coffee. It's not unusual to walk away with a box of K-Cups (single-cup brewing container) for our Keurig machine at work. I think all of our employees must have a Keurig K-Cup machine at home by now."

GMCR recently retired its well-used Wideband Analog system for IDAS 6.25 Digital, a lengthy migration Goad describes as being a wonderful opportunity that started at the beginning of their dealer customer relationship.

Burlington Communications has serviced GMCR since it became an Icom dealer in 2005. Back then GMCR used the Icom F4 and the F43TR nearing the end of their life-cycles. "GMCR has been an Icom customer nearly 10 years," said Goad. "They liked that they now had a local dealer."

Goad is a native of the beautiful Green

Mountain state. "Except for my four years with the United States Air Force, I have always lived here and have always wanted to own my own business," said Goad. "Vermont business stories always inspire me. GMCR is one of these."

Goad's success with GMCR is long shared with his business partners and part owners of Burlington Communications, Eric Field and David Pray. Both, like Goad, are veterans of the United States Air Force and grew up in Vermont.

In November 2007, Goad realized the opportunity brewing at GMCR and began cycling F4161 radios into its Waterbury campus, minus the digital boards. The digitally capable radios operated in 25 kHz wideband using an old Motorola repeater until it would be time to upgrade, sometime later, to IDAS 6.25 digital.

"They wanted a system that would carry them into the foreseeable future but wanted to maintain simplicity," said Goad. "Our goal was to keep it so simple that they would not need to do anything different from what they do now." Goad kept the momentum steady—and in Vermont time.

Goad's anticipation to finally go digital was realized in August 2011. GMCR's analog F4161 radios were now being loaded with digital boards. Unfortunately, the 6.25 upgrade was paused when a major storm slammed the east coast.

Hurricane Irene came with a vengeance in August 2011, causing disastrous flash floods in Vermont. GMCR buildings in Waterbury completely flooded and left without power

IDAS™ Brewing in Vermont (cont'd)

for two days. Digital migration, nearly completed, would resume after GMCR addressed its damages.

Through Irene's wake, Bill Rutkowski, GMCR Facilities Planning and Scheduling in charge of the Icom system project, used the F4161D radios to communicate directly with employees using 6.25 peer to peer. "It was nice to have the radios during the flooding," said Bill. "We realized the importance of having a more broad-based communications system in place for emergencies."

In fall 2011, Goad finally flipped the Waterbury campus entirely to IDAS 6.25 digital. GMCR's single-site conventional digital setup included 2 FR6000 repeaters, 2 control stations and over 150 F4161D handhells – a straightforward system according to Goad. But Goad's plan was much bigger than Waterbury.

"The transition to the digital system was so seamless that GMCR didn't need training," said Goad. (For example, calling features simply use ID numbers instead of named aliases.) "We didn't program anything too fancy so the radios are very easy to use," said GMCR's Rutkowski.

GMCR was very pleased with the digital quality according to Goad. "The promise of improved radio communication has come to be expected with digital. Digital radio waves reach just as far as analog but digital captures the voice at the end, a perceived huge gain to users."

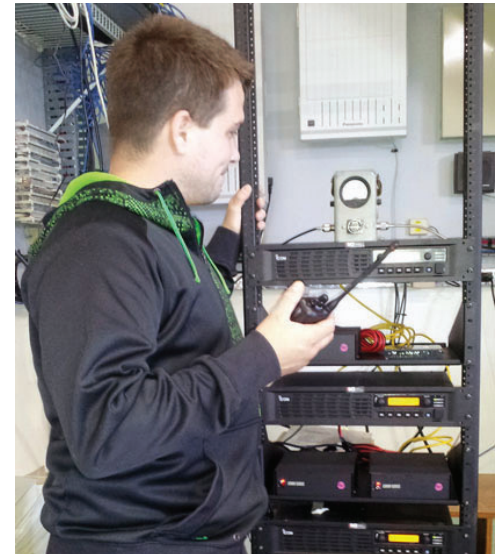
"The difference between analog and digital is obvious," said Rutkowski on the clarity of IDAS digital.

The Waterbury campus covers complex operations: roasting, production, distribution and maintenance/repair facilities across multiple buildings. Most employees utilize peer to peer communication while two teams use repeaters campus wide. "Eventually we will use IP to communicate with our other campuses miles away," said Rutkowski.

While outfitting for Waterbury, Goad proposed IP to connect GMCR operations dispersed at two additional locations, one 20 miles west of Waterbury back in Williston and near Burlington Communications. GMCR approved.

Goad and his partners are excited to begin the next phase. "It was the plan all along and now seems to be snowballing," said Goad. "What was once a single-site analog repeater system will soon be an IDAS Multi-Site Trunked network comprising of three sites each with 3 to 4 channels."

Revisions to stories are sometimes necessary: Maybe the dealer customer relationship to be envied is one that includes IDAS IP networking (and the free coffee)!



Page 1: Green Mountain Coffee facility
Above: IDAS setup in Vermont

Icom Radios Receive Warm Reception from Baltimore's Hospitality Industry



Four Seasons Hotel Baltimore exterior

When two of Baltimore's premier hotels needed solid radio communications, they looked to Howard Communications and Icom for a versatile and high-performing system. From rugged construction to practical features and customizable functionality, Icom's IDAS™ proved to be the ideal radio solution for these two popular hospitality clients.

Bruce Pellicot, Owner of Howard Communications, finds that customers come to him because their businesses need to increase productivity and efficiency. Companies also go to Pellicot for radio communications that are reliable enough to reach all areas of a facility—whether it's from the underground level of a parking structure to a rooftop deck to the hotel's main lobby.

The Four Seasons Hotel Baltimore, located in the emerging Harbor East district in Inner Harbor, is a world-class establishment that hosts 256 rooms and suites, recreational facilities, restaurant and café options and 20,000 square feet of function space. Recognizing that the large, multi-level space could greatly benefit from a consistent two-way radio system, Pellicot suggested Icom's F4101D portables for use in the high-end facility.

Tested from the basement level of the hotel, the F4101D portables were heard loud and clear above ground from other locations in the hotel. Since installation in September 2011, business activity runs smoothly and Four Seasons Hotel Baltimore has had no reported issues with their Icom radios.

In addition to streamlining business operations and increasing connectivity, companies come to Pellicot to explore communication options that don't require monthly fees or subscriptions. When another prestigious hospitality client approached Howard Communications for a new radio system, their reasoning was no different.

The Baltimore hotel—whose facilities cluster around the Baltimore Washington International Airport—formerly used older Nextel equipment. Accumulated monthly fees, combined with the inability to communicate with all partner hotels in the area, convinced the hotel to upgrade their equipment with a new radio system. Pellicot suggested

that the hotel move to IDAS™, Icom's complete digital radio system utilizing 6.25 kHz efficiency technology.

After an extensive run of demos, Howard Communications installed an Icom F6121D base station, an FR6000 repeater and ten F4101D portable radios in September 2011. The introduction of Icom's equipment eliminated any monthly rental fees that previously exhausted the hotel's budget. With this robust system in place, the hotel could efficiently run their small fleet of four shuttle vans between hotel locations approximately ½-mile apart from each other. Having a reliable communications system allows the hotel to track its vehicles and drivers, seamlessly coordinate service for its guests and keep its employees in constant communication.

Pellicot, with nearly 40 years of commercial two-way radio industry experience, implemented Icom radios for other businesses, including his own, in the Maryland area. Though he used and sold other brands in the past, Pellicot attests, "I have always been impressed with the audio quality of Icom's digital system."

Additionally, Howard Communications' praise for Icom's radios stems from his desire to inform customers about radio technology and provide adaptable communication options. Says Pellicot, "We like to educate our customers about analog and digital radios. I recommend IDAS™ because it's a customizable solution that moves clients to the 21st century."



Four Seasons Hotel employees

Your Radio Solutions Partner

IDAS™ Gives Co-op the Power to Communicate



Hoosier Energy tower site in Troy, Indiana

For many business and industrial land mobile radio (LMR) users, the time is now for systems to migrate to a narrow channel bandwidth. The Federal Communications Commission (FCC) narrowbanding deadline is less than six months away and LMR users are required to migrate existing radio systems to at least 12.5 kHz efficiency technology. To comply with possible FCC mandates in the future, many radio users are taking the extra step of migrating to a 6.25 kHz ultra-narrowband solution.

Belonging to Hoosier Energy, a group of 18 cooperatives that generates and buys electricity as one entity, Southern Indiana Power maintains 1,500+ miles of power line in Perry, Spencer, southern Dubois and eastern Warrick counties. Headquartered in the scenic hills of Tell City, the electric distribution cooperative provides electrical power to over 8,500 homes and businesses in the state's southern rural areas. With a narrowband deadline fast approaching and aging equipment lacking full coverage, it was obvious that Southern Indiana Power needed a solution to jumpstart its communications system.

The Midwest co-op turned to Charlie McIntyre of Advanced Radio Communications, an authorized Icom Dealer based in Huntingburg, Indiana. McIntyre assessed the cooperative's two existing sites, one in Bandon and another in Reo, as well as 20-year-old communications equipment. "Most of the system was outdated and could not be upgraded to meet even the minimum narrowband requirements," concluded McIntyre. The co-op also lacked stable, far-reaching coverage. Field workers struggled to communicate with one another, especially during storm seasons. The existing system—installed on two water tanks—added to list of issues because it offered no emergency power back up in times of severe weather.

Advanced Radio Communication showcased Icom F5061D mobiles and F3161DS portables and supplied computer-generated propagation studies for each installation site considered. The demo illustrated the range of Icom's digital units, a key selling point for the cooperative. "The benefits of digital systems

include better overall coverage, clearer audio in weak areas, possible implementation of GPS location technology, text messaging and more," adds McIntyre.

Southern Indiana Power moved forward with Advanced Radio Communications' proposal and commenced installation in March 2012. Over the course of two weeks, the dealer installed 4 F3161D handhelds, 20 F5061D mobiles and 2 F5061D digital base units with antennas, an FR5000 repeater and antennas and coaxial cables at the new tower site in Troy, Indiana. After the first IDAS™ installment, the radios were thoroughly reviewed for maximum efficiency and capability before a final deployment. Training was administered to appropriate staff once the project completed.

Although the FCC 2013 mandate prompted the search for new radios, the IDAS™ solution reenergized Southern Indiana Power with 6.25 kHz efficiency, digital clarity and wide coverage for the entire service area. The co-op currently streamlines its communication with IDAS™ features such as multiple channels for weather, mobile-to-mobile and emergency response access. "The new system is in place and working as predicted," says McIntyre. According to Southern Indiana Power Chief Operating Officer Steve Seibert, the co-op is "very satisfied" with the Icom product and the customer service provided by Advanced Radio Communications. "Charlie and his team did an excellent job selecting the package that fit our company's needs," adds Seibert.



Your Radio Solutions Partner

Featured Product

M92D Marine Handheld



As part of Icom's new marine family—which includes the M424 panel mount and COMMANDMICIV™—the M92D handheld promotes a user-friendly interface and maximum safety at sea. A full dot-matrix display, directional keypad and soft-key assignments allow intuitive one-touch access to radio operations and settings. Released in early May 2012.

- Active noise cancelling
- Built-in GPS
- DSC and MOB for emergencies
- "Float 'n Flash" with beeping alarm
- AquaQuake™
- IPX7 Submersible

www.icomamerica.com/en/products/marine/handhelds/m92d/

M34 Marine Handheld — Continuing Its Legacy

When it was first released, Icom's M34 marine handheld was the first of its kind. This trendsetting product was the world's first 5W floating VHF marine transceiver and Icom handhelds such as the M24, M36 and the new M92D have since followed suit.

However, the legacy of this celebrated handheld also continues through end-user experiences. One particular story, all the way from the remote city of Homer, Alaska, details the quality and reliability for which Icom's known. M. Armstrong has shared his personal story and images of this amazing radio.



According to Armstrong, the M34 (left) "is a little scratched but otherwise in great shape."

The radio was found up the rugged Alaskan coast, west toward Iliamna Volcano and Cook Inlet (bottom).

To Whom It May Concern:

I am a volunteer with the Center for Alaskan Coastal Studies in Homer, Alaska. On 4/29/12 I did a beach walk of Diamond Creek beach on Kachemak Bay south of Homer as part of a program to monitor local beaches for possible Japanese tsunami marine debris. This beach is very rugged and gets a lot of flotsam from lower Cook Inlet and the Gulf of Alaska. Snow on the beach thawed in mid April, making it possible to monitor the drift-wood wrack line of flotsam tossed up during winter storms.

On my walk I found an Icom IC-M34 VHF marine transceiver. It was intact, with only moderate scratching on the screen and case. I took out the battery, charged it in a universal battery charger, put it back in, and was pleasantly surprised to find the radio worked perfectly. I downloaded a manual from your website and checked out the various features. Everything works, with no hissing, sputtering, or other issues.

The serial number is 0187980. If the original owner reported it missing, it would be interesting to know where it was lost and how long it drifted. Based on the radio's condition and its location, I would guess it was lost at least sometime last fall. It is also possible this was a new radio lost in shipping from a container spill, in which case its travels would be all the more interesting.

The radio says "submersible" and "floating." I don't know what kind of tests you submit your radios through to back up this claim, but I think with the real world test this unit has gone through, you can safely say the IC-M34 is, in fact, submersible and floating. It also can survive a rough Alaska winter or two on a rocky beach with high surf. This is one tough radio.

Best,
M. Armstrong
Homer, Alaska



FCC Narrowband Mandate is Fast Approaching

The Federal Communications Commission (FCC) narrowband mandate is less than six months away. All public safety and business radio users must convert existing 25kHz radio systems to a minimum narrowband efficiency technology. Avoid loss of communication capabilities or expensive fines with the Icom's IDAS™ product line.

The IDAS™ digital radio line includes the following products:

- Entry-level F3101D/F4101D Portable
- Mid-range F5121D/F6121D Portable
- Advanced F3161D/F4161D Portable
- F5061D/F6061D Mobile
- FR5000/FR6000 Repeater

The Time is Now!



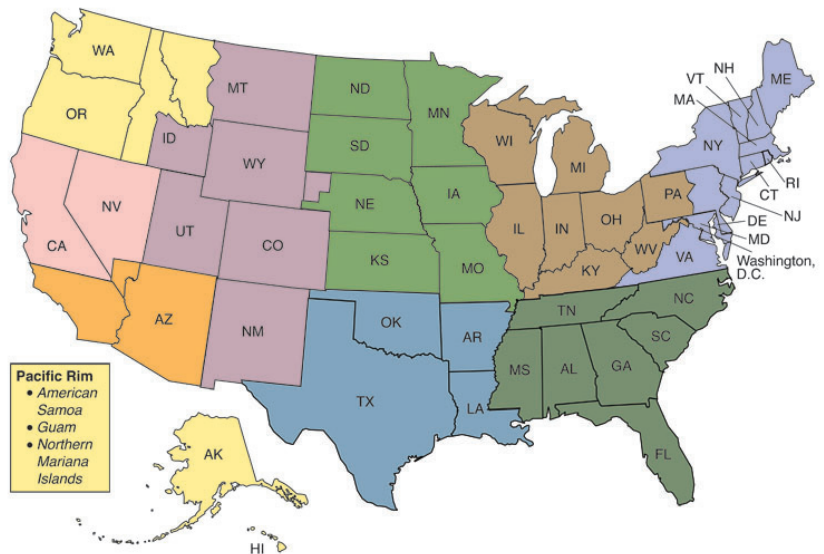
IDAS™ offers seamless migration unaffected by geography through IP connectivity, multi-site trunking and mixed mode operation. Surpass FCC requirements and increase spectrum efficiency with 6.25kHz digital technology.



Do You Know Your Regional Representative?

Locate your Icom America regional representative online using Icom's interactive map. Select from nine geographical locations spanning the United States and find out contact information for a representative near you. Icom representatives can assist your organization, company or agency with customizable IDAS™ solutions.

www.icomamerica.com/idas625/AboutICOM.aspx



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