

ianews, your connection to Icom America's Land Mobile Division! Keep up with the latest products, news and technical information in this newsletter.

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IDAS Generates Excitement at IWCE

While overall attendance figures dropped at this year's IWCE tradeshow, the event proved a resounding success due to the increased quality of attendees and the excitement among dealers over new Icom products and features.

The annual International Wireless Communications Expo tradeshow was held March 18-20, 2009, at the Las Vegas Convention Center. The show offers a comprehensive educational environment and an exhibit floor with more than 350 vendors.

Icom announced several new land mobile products and enhancements to existing products. The IDAS digital land mobile system was prominently displayed on the show floor. The system — which includes the F3161/F4161 portable, F5061/F6061 mobile, and FR5000/FR6000 repeater — can receive both analog mode and digital mode signals on a single channel.



Mr. Fukuzawa, Chief Engineer at Tokyo Engineering Group

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New IDAS System Ends Casino's Audio Problems



Ho-Chunk Casino, a full-service casino located in the Wisconsin Dells region, isn't taking any chances on the quality of its radio communications.

To correct ongoing problems with collisions and intermodulation distortion, the casino is installing a new Icom 10-channel IDAS trunking system this month for use throughout its gaming, hotel, conference, and entertainment facility.

The new Icom system replaces another manufacturer's 10-channel LTR® system installed in late 1999.

Ho-Chunk Casino is one of several gambling casinos in Wisconsin owned by the Ho-Chunk Nation. The casino offers 315 hotel rooms, five restaurants, and on-site recreation for guests.

Brad Pointon, owner of Pointon Communications in Baraboo, Wis., who guided the casino through the process of budget planning, system design, and FCC licensing, says the new system has corrected many of the audio problems the casino was experiencing with its previous system. "The new system should perform much better," he says.

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For People Who Make Smart Choices

Meet Your Icom Team

Mark Fuqua

Shipping & Receiving/Quality Control



Mark has been indispensable to Icom's Shipping/Receiving department for 9 years, orchestrating the magic that gets your order where it needs to go.

Mark makes sure that your sales orders are shipped to the correct address and that the shipper ID is correct in order to guarantee your packages arrive on schedule.

He is the main troubleshooter of the shipping/receiving area and an expert on all things shipping - international shipping question? Mark is there to help! Tracking packages? Mark is there for you.

On his toes all day, every day, Mark says "I absolutely love the challenges that come in every day with this position. Without the challenge, there wouldn't be the reward of knowledge that comes with it."

Thanks to Mark for his dedication to making the shipping/receiving area a well-oiled machine!

Continued from page 1 **IDAS Generates Excitement at IWCE**

A major highlight of the show was Icom's dealer training session for the IDAS system. Icom also presented a technical session and consultant session on IDAS.

"IDAS generated a lot of enthusiasm and energy among our dealers," says Mark Behrends, national sales manager for Icom. "The product line gives dealers new opportunities for sales."

In a tight economy, when dealers are looking for a way to differentiate their offerings and provide a great value to customers, IDAS fulfills both needs.

The IDAS system provides an easy migration path from analog to digital while improving audio quality and coverage. It utilizes 6.25 kHz narrowband channel spacing for enhanced spectrum efficiency and meets the 2011 deadline for narrowband compliance.

Dealers who attended the IDAS training session were excited to learn more about the new product line. "We received a lot of good, positive feedback from dealers," Behrends says.

Icom debuted several other new radios at IWCE, including the new F5021 mobile radio and the F9011/9511/9511HT line of conventional and trunked P25 radios.

In addition to the popular F121 Series radio, we will add the F5021 mobile later this summer as a simple to use analog radio well suited for small to mid-size systems and mobile fleets.



Icom's new P25 F9011 portables and the F9511 mobiles are designed for today's frontline first responders. They feature a control channel that provides public safety agencies with new call features as well as networking and roaming capabilities.

Other new product announcements at the IWCE show include the TrAVL Passport 4.2 AVL system with IDAS and enhanced MD, the HPUK high-powered mobile VHF upgrade kit, and the new digital and 100W CY repeaters.

"IWCE was a solid show that beat expectations," Behrends says. "IDAS was a great excitement generator, the attendees were serious, and the party was a success."

For People Who Make Smart Choices

Accessory of the Month

HM-148G
Self Grounding Microphone



Now available for sale, the HM-148G is a new microphone that works with our whole family of mobile radios.

The HM-148G is a heavy duty self grounding microphone. The microphone will come with the proper mounting bracket required.

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Continued from page 1 **New IDAS System Ends Casino's Audio Problems**

By splitting the channels into 6.25 kHz frequencies, the system eliminates both intermod distortion and collision problems, which can create significant levels of interference for radio users.

Early system tests and initial user feedback are very positive, Pointon says.

Icom's IDAS digital land mobile radio systems double the capacity of current 12.5 kHz channel allocations and provide crystal clear audio over a greater coverage area than analog FM.

Ho-Chunk Casino had three primary requirements when selecting a new system. First, the casino wanted a 6.25 kHz digital system. It was also looking for a good value – great features and high quality at a reasonable price. But the clincher came down to the nitty-gritty of Icom's trunking technology. With these objectives in mind, "Icom's system was clearly the way to go," Pointon says.

The system includes ten FR6000 Series repeaters and approximately 800 radios. The majority of these are F4161DS portables; the casino also purchased a handful of F6061D mobiles. Users include security, maintenance, housekeeping, and the IT department.

IA Systems built the system, and then shipped it to Pointon Communications for installation. "We like Icom's straightforward approach," Pointon says. "IAS built the system, and we are putting it



back together here. We like how simple it is to build."

Pointon Communications is also installing an Avtec two-position radio console for the casino. This computer software-based system will eventually integrate directly with the IDAS trunking system.

For People Who Make Smart Choices



DIGITAL TRUNKING: YEAH, IT'S LIKE THAT



Complete conventional and trunking digital radio systems that today's business and industry users can migrate into, affordably.

Keep your radio traffic flowing smooth with IDAS, Icom's digital trunking solution.

IDAS digital trunking is much like the most popular form of analog trunking; it's a logical and affordable choice of a platform on which to grow your future system. Start growing now at your own pace.

Visit our Website and discover more benefits of IDAS digital trunking. The time is now.

www.IDAS625.com



IF YOU WAIT TO JUMP IN ON DIGITAL RADIO, BE PREPARED.



Complete conventional and trunking digital radio systems that today's business and industry users can migrate into, affordably.

By 2013 your business 2-way radio system must go narrowband.

You can wait until the last minute to jump in. Will it be a big splash? Are their submerged dangers lurking? You'll find out, fast.

Or you can wade into digital narrowband now, in stages, at your own comfort level. IDAS radios offer analog + digital all in one. Being backwards compatible, Icom's made narrowband upgrading easy and affordable. The time is NOW.

www.IDAS625.com

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YOUR TV ISN'T THE ONLY THING THAT'S GOING DIGITAL



Complete conventional and trunking digital radio systems that today's business and industry users can migrate into, affordably.

By 2013 your private 2-way radio system must go narrowband.

Grow into digital with IDAS, Icom's 6.25 kHz very narrowband digital radio solution. Because IDAS allows analog + digital all in one, you can use your existing analog system and grow into digital, at your pace.

Discover the benefits that IDAS digital radio has to offer. The time is now.

www.IDAS625.com

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Here are the IDAS ads we are currently running in several publications including Urgent Communications, Mission Critical, Casino Journal, & Campus Safety.



THE GRASS REALLY IS GREENER ON THE OTHER SIDE



Complete conventional and trunking digital radio systems that today's business and industry users can migrate into, affordably.

Feeling fenced in by your analog 2-way radio system? Let IDAS help make your migration to digital radio smooth and easy.

IDAS allows analog + digital all within the same radio, at the same time. Grow IDAS into your existing analog system at your pace, as your budget allows. IDAS is fully analog backward compatible as you look toward the digital future.

Get off the fence. Go IDAS. Now is the time.

www.IDAS625.com

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GUARANTEED TO CLEAR UP THE WORST CASE OF ANALOG

*Individual results may vary.



Complete conventional and trunking digital radio systems that today's business and industry users can migrate into, affordably.

By 2013 your private 2-way radio system must go narrowband.

Grow into digital with IDAS, Icom's 6.25 kHz very narrowband digital radio solution. Because IDAS allows analog + digital all in one, you can use your existing analog system and grow into digital, at your pace.

Discover the benefits that IDAS digital radio has to offer. The time is now.

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We look forward to going live with our IDAS website in April!