

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

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IDAS™ Road Shows Offer Valuable Hands-On Experience

As Allen Burris settled in for the six-hour drive to Dallas, he was hesitantly optimistic. It had taken a little prodding, but Burris' manufacturer representative finally persuaded him to attend an IDAS Road Show, and Burris was on his way to the Dallas event, hoping to learn more about Icom's narrowband offerings digital repeaters.

He came home with a lot more than information, however. “The event was very worthwhile,” says an enthusiastic Burris, owner of B&B Radio in Russellville, Ark. “I didn't know anything about IDAS before the road show. Now I have two IDAS systems up and running.”

Gathering rave reviews and repeat attendees, Icom's IDAS Road Shows are intensive, one-day training events that provide technical and sales training on the IDAS product line, helping dealers better understand the technology and develop effective marketing strategies.

At each event a team of Icom representatives, including national and regional sales managers, sit down with dealers to discuss narrowband licensing, IDAS IP and digital technology and products, and strategies for selling IDAS radios and systems. Dealers get a live demonstration of IDAS equipment, and the session wraps up with 45-minute question and answer time and detailed hands-on programming.

IDAS Road Shows were offered in a number of cities across the United States this summer and fall and were available to Icom dealers at no cost.



The unfortunate thing, says Rob Walker of Walker and Associates, is that more dealers don't take advantage of the opportunity. “There are a lot of dealers out there who think the road shows and IDAS don't have any benefits to offer them,” Walker says. “They are missing the boat.”

Burris agrees. In the month since attending the Dallas IDAS Road Show, he replaced the company repeater at B&B Radio, which he uses to provide airtime to a local wrecking company and concrete company, with one of the new IDAS repeaters he picked up at the show. The local fire department in Pottsville, Ark., is using the other IDAS repeater as a demo, and the department has already placed its first order for an IDAS portable radio.

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Accessory of the Month

BC-197 Gang Charger

Works with F3001/F4001 Series portables



We offer multiple versions of the BC-197 and new adapter cups – one for the Li-ion battery (BP-265) and one for the Ni-MH battery (BP-264). When you order the gang charger, it will come with the charger, cups & AC adapter all in one.

- Smart charging function (only for the BP265 version)
- Smaller in size & height
- 6 charging positions with function indicator LEDs

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Burris also talked to the local police department and schools about replacing their systems with IDAS equipment. "I am pushing everyone to switch to narrowband," Burris says.

IDAS technology provides a smooth migration path for business and industry users wanting to transition to a digital system to meet the FCC's impending narrowband mandate. Backward-compatible with analog legacy equipment, IDAS technology bridges the systems together so all radios, analog or digital, can talk to one another.

"As we get closer to the FCC's narrowband deadline, people are stating to take notice and realize they've got to do something about it," Walker says.

Not only does IDAS provide a complete mixed-mode narrowbanding solution, it also offers superior performance at a cost-effective price.

IDAS™
ICOM DIGITAL ADVANCED SYSTEM



Taking it to the Streets

"The new IDAS repeater performs much better than my previous repeater," Burris says. "IDAS radios are easy to operate and provide excellent audio quality," he adds.

For People Who Make Smart Choices

Meet Your Icom Team

Reza Khanlari
Warehouse Lead



As Icom's Warehouse Lead for over 10 years, Reza has a lot on his plate! Pulling, shipping, and manifesting orders for all Icom products is no small task. Reza provides exceptional customer service by making sure the correct product order is shipped via the dealer's preferred shipping method.

When asked about how he assists dealers, Reza said, "When the dealer opens the box, we want them to have their product intact, as requested, and to put a smile on their face."

He also wanted to let you know that the warehouse takes great pride in their work, and that the dealer's best interest is truly in mind. "This is the only way to continue helping Icom to stay a leader in our industry," Reza emphasized.

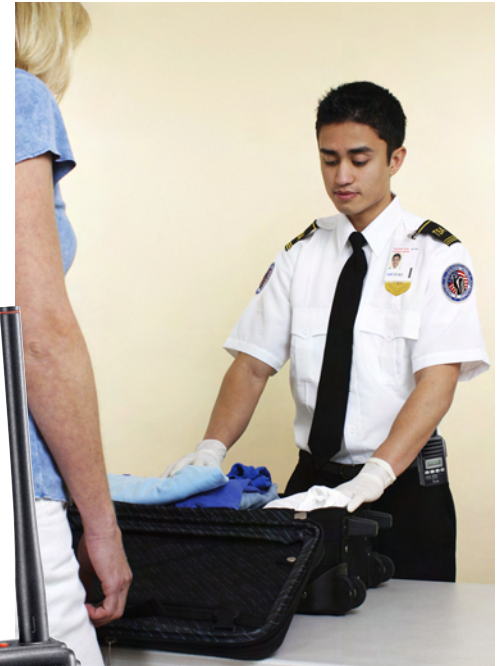
TSA Selects Icom Radios for 'Whisper Quiet' Airport Communications

Bellevue, WA. (Sept. 28, 2010) Icom America is pleased to announce the Transportation Security Administration (TSA) selected Icom to provide light-weight, rugged portable VHF radios for the agency's "whisper quiet" voice and text communications solution.

TSA deployed the Icom America F50V radio at 240 airports nationwide. The "whisper quiet" voice solution allows TSA staff and supervisors to communicate quietly and securely at checkpoints. The contract initially included 10,000 F50V portable radios, which provided paging capability and vibration notification in addition to voice communications.

The solution is designed to allow agents to talk at normal voice levels via an off-shoulder microphone with other staff members, improving response time and ensuring a secure and effective screening process. For the sale, Icom America teamed with ACG Systems, Inc., an Annapolis, Md.-based Icom dealer, which handled the installation and integration of third-party accessories.

The contract was awarded in March 2009 as part of TSA's Checkpoint Evolution, an initiative that incorporates enhanced officer training and cutting edge technology to maximize checkpoint security. Radios shipped in late October and were deployed nationwide in early 2010.



The TSA was formed in 2001 and moved under the umbrella of the Department of Homeland Security in 2003. Responsible for overseeing passenger safety for all modes of transportation, the agency screens approximately two million people each day at 450 U.S. airports nationwide.

High resolution images are ready for downloading from:

www.icomamerica.com/downloads

For People Who Make Smart Choices

DirtFish Rally School Chooses Icom for its New Race & Training Course in Snoqualmie



Snoqualmie, WA (October 6, 2010)

Icom America is pleased to announce that the new DirtFish Rally School has chosen Icom as a company sponsor and communications equipment provider.

“Our cars are true, full-blown, 300+ horsepower rally vehicles custom built from the ground-up”, says Doc Doolittle, DirtFish’s Sponsorship and Promotions Director. “These supercars are built to take a beating – and give a beating! It’s good to know we can trust Icom to be along for the ride, keeping us in touch with each other on the track as well as with the base.”

DirtFish happens at the Old Mill Rally Park: 300 scenic acres of high performance driving and racing along a challenging track of mud, dirt, gravel, mud, water hazards, mud, skid pad, and more mud. The course is located about 30 minutes outside of downtown Seattle.

Long more popular in Europe, Africa and Latin America, Rally driving is now a high-growth sport in North America. DirtFish offers everything from 1 day rally driving programs for beginners through hands-on corporate team building events and competitive racing seminars.

DirtFish selected 10 Icom F4001 series handhelds and 3 F221 series mobiles for use on site. The mobile Icoms are for base operations. The portables are for the race vehicles themselves.

“We wanted Icom handheld radios for convenient portability, as instructors move from car to car and around the site. Icom was chosen for reliability AND safety reasons as these radios are the instructors’ lifeline to each other”, says Doolittle. “We also wanted mil spec radios to survive the thrashing we expect to give this equipment. With Icom, no problem there.”

Straightforward operation is also what DirtFish was after. A simple 3 channel system that doesn’t even need a repeater fits their needs now and offers room to grow. Icom America handled the programming. Since the F4001 portables come with their own trickle-chargers, there was no need for additional accessories. Except for the programming and the FCC channel license, everything DirtFish needed came right in the box.

DirtFish Rally School is located in Snoqualmie, Washington. It opened for business in late September, 2010 and is off to a fast start, already with half its available training schedule booked for the next quarter. www.dirtfish.com

High resolution images of the F4001 series portable and F221 series mobile are ready for downloading from:

www.icomamerica.com/downloads



For People Who Make Smart Choices



iDAS™
ICOM DIGITAL ADVANCED SYSTEM



IDAS Road Show: November 16, 2010

iDAS™
ICOM DIGITAL ADVANCED SYSTEM

DIGITAL



Please **RSVP** to:

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RSVP by Nov. 9, 2010

Be sure to bring your laptop to allow for an inside view of the radios during the training session.

We look forward to seeing you there!

For People Who Make Smart Choices



Taking it to the Streets

IDAS Road Shows: Agenda



Be sure to bring your laptop to allow for an inside view of the radios during the training session.

8:00 - 8:30 AM	Continental Breakfast
8:30 - 8:45 AM	Introduction & Overview
8:45 - 9:00 AM	USB Tour
9:00 - 9:30 AM	IDAS Single Site Module & Applications
9:30 - 9:45 AM	Drive by UC Court
9:45 - 10:00 AM	IDAS Voting Overview
10:00 - 10:15 AM	Break
10:15 - 10:45 PM	IDAS Multi-Site Module
10:45 - 11:15 PM	IDAS Remote Communicator Module
11:15 - 12:00 PM	IDAS Ezy Dispatch / GPS / AVL Module
12:00 - 1:00 PM	Lunch
1:00 - 1:30 PM	IDAS Trunking Module
1:30 - 2:15 PM	P25 Products & Opportunities Module
2:15 - 2:30 PM	Wrap Up & Q&A Time
2:45 - 4:00 PM	Detailed Hands On Programming