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Motorola Business Two-Way Radios for

RETAIL

Improving Efficiency and Productivity

BUSINESS BENEFITS

- Enhance safety and security
- Empower employees to accomplish more in less time
- Reduce operational costs
- Improve response time
- Increase overall service and satisfaction
- Save money monthly over alternative technologies

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ENHANCING EFFICIENCY AND CUSTOMER SERVICE.

Improving efficiency and productivity. From department stores to large, warehouse-style stores and chains, it's why more retailers purchase Motorola business two-way radios. They're convenient, economical, and easy to use and the key to ensuring customer satisfaction in retail establishments.

Offered in a range of options, Motorola business two-way radios keep store managers, sales attendants, and stocking clerks in constant contact. You'll streamline processes and enhance customer service with 1-to-1, group, or external communications at the touch of a button. Motorola stands for 75 years of innovation and quality—good reasons why leading retailers choose Motorola business two-way radios.

THE RETAIL WORKPLACE PROVIDES MANY CHALLENGES	MOTOROLA BUSINESS TWO-WAY RADIOS PROVIDE THE SOLUTIONS
The need for faster, more responsive service.	Sales clerks can quickly contact in-store or stock personnel for price checks, inventory, or cleanups.
Pressure to reduce costs.	Employees are more productive and can respond to customer needs faster. Accelerates restocking and merchandise flow.
Mobile workforce. Getting more from less.	Employees and managers stay connected even in different parts of the building.
Ensuring safety and security.	Security staff can mobilize quickly to respond to accidents, disturbances, or thefts.
Customers want a pleasant shopping experience.	Business two-way radios eliminate the noise and distraction of paging systems.
Establishment must be clean and well organized.	Employees can call for help immediately for clean-ups and re-stocks.

** First Research Industry Profiles, 2004*

Recommended for:

- ***Cashiers***
- ***Buyers***
- ***Supervisors***
- ***Owners***
- ***Managers***
- ***Attendants***
- ***Salespeople***
- ***Floor clerks***
- ***Stock clerks***
- ***Loaders***
- ***Office clerks***
- ***Guards***
- ***Customer service***
- ***Switchboard operators***

KEEP YOUR EMPLOYEES CONNECTED AND YOUR CUSTOMERS SATISFIED. EVERYONE BENEFITS FROM MOTOROLA BUSINESS TWO-WAY RADIOS.

A Motorola business two-way radio can pay for itself in less than 2 months.

If each employee saves 5 minutes per hour, watch your savings multiply…

Hourly rate including benefits	Each radio pays for itself in …	Annual savings for a 10-person staff
$8 per hour	59 days	$14,000
$12 per hour	40 days	$21,000
$24 per hour	20 days	$42,000

** Based on calculations using MSRP of $319 for the XU2100 radio and on the hypothetical hourly wages of a retail employee.*

NO CONTRACTS, NO MONTHLY FEES, NO PER-CALL CHARGES.

XTN Series
Business Two-Way Radio

MOTOROLA BUSINESS TWO-WAY RADIOS. DESIGNED WITH THE NEEDS OF THE RETAIL MARKET IN MIND.

Lightweight Durability
Weighing just ounces, Motorola business two-way radios are designed to be lightweight and comfortable for personnel to wear. The Motorola XTN and AX Series meet military specifications for high resistance to dust, moisture, shock, and vibration.

Business-Exclusive Frequencies
Motorola business two-way radios operate on business-exclusive frequencies so store personnel can rely on clear signals with no channel interference (FCC license is required for use). The XTN Series offers 27 VHF and 56 UHF frequencies with 121 codes including 83 digital private line codes.

Advanced Voice Activation (VOX)
Employees like cashiers, stocking clerks, and receiving personnel will appreciate the convenience of hands-free operation when used with optional accessories.

Long Lasting Battery Life
A rechargeable NiMH battery provides more than enough use for a standard work shift. The XTN Series also features a battery gauge for monitoring battery life.

Convenient Charging
Easy-to-use drop-in chargers (single- or multi-unit chargers) keep radios charged, ready, and centrally located.

Keypad Lock
Helps prevent settings from being accidentally changed, eliminating unnecessary downtime.

Call Tones/VibraCall Alert
Call tones alert users to incoming transmissions to get their attention fast. In noisy work environments, the VibraCall® Alert feature is the perfect way to signal users with a vibration.

A RANGE OF CHOICES FOR THE RETAIL ENVIRONMENT.

XTN Series Business Two-Way Radios

Available with 1 or 6 channels, 1 or 2 watts, yellow or black finishes, and VHF or UHF frequencies. The XTN Series™ includes powerful business two-way radios that help keep operations on schedule and maximize worker productivity, while helping to enhance safety and security on the job.

CLS Series Business Two-Way Radios

Lightweight, easy-to-use, and affordable, CLS Series™ business two-way radios and hands-free headsets provide a discreet, simple, and reliable communications solution. CLS Series business two-way radios are designed to enhance efficiency and customer service at the touch of a button. Instant access enables employees to respond quickly to customer requests. Offered with 1 watt, 1 or 4 channels, and 56 UHF business-exclusive frequencies.

The CLS1450c™ combines a business two-way radio with 2.4 GHz digital cordless phone capability for enhanced communication flexibility. The CLS1450c is ideal for key personnel like store managers, office clerks, and security personnel who need to make external calls when seconds count or as part of their daily operations.

AX Series Business Two-Way Radios

An ideal choice when distance and signal obstruction are barriers to communication. The heavy-duty AX Series™ offers excellent audio clarity and is compatible with repeaters to provide wide area coverage. Models offered with UHF or VHF frequencies and 4 or 5 watts. Available pre-programmed with 10 channel frequencies or your dealer can program hundreds of other frequencies and codes for additional security needs. All feature a 7.2 volt NiMH rechargeable battery with up to 11 hours of charge life.

MOC4600i Motorola Wireless Message Alert Device

The MOC4600i™ Motorola Wireless Message Alert Device provides an ideal way to improve communication. Strategically placed in dressing rooms, at the returns desk, layaway or throughout the store, the MOC4600i frees staff to restock shelves, clean out dressing rooms and return merchandise to the floor. Customers request assistance by pressing a button—your two-way radio-equipped personnel are immediately notified with a customizable voice message. The result is a better shopping experience for customers and better use of resources for you. It's like having another employee—without the added expense.

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CUSTOMIZE MOTOROLA BUSINESS TWO-WAY RADIOS WITH ACCESSORIES THAT IMPROVE EFFICIENCY AND CUSTOMER SATISFACTION.

MOTOROLA MEANS BUSINESS

With 75 years of innovation and engineering expertise, it's no wonder that Motorola is a world leader in providing small business on-site, two-way radio communication solutions. In fact, Motorola recently received the Malcolm Baldridge Award for Quality.

MALCOLM BALDRIDGE AWARD FOR QUALITY

Motorola's Commercial, Government, and Industrial Solutions Sector (CGISS) is a recipient of the prestigious 2002 Malcolm Baldridge National Quality Award, in recognition of its commitment to performance excellence and quality achievement.

Motorola business two-way radios can be customized to the exact needs of a specific work environment or job responsibility with specialized accessories like:

Headset with swivel boom microphone
Part #53865

Convenient, hands-free use and clear reception in noisy work areas for non-stop productivity.

Remote speaker microphone
Part #53862

Clips easily to collar or shirt, allowing listening without reaching for the radio, and hands-free productivity.

Lightweight headset with boom microphone
Part #53815

Ideal for fast-paced work environments, enables discreet, hands-free operation.

XTN Series multi-unit charger
Part #53879

Multi-unit chargers make it easy to copy settings from one radio to a fleet and charge up to 6 radios at once.

Earbud with clip push-to-talk microphone
Part #53866

For convenience and uninterrupted productivity, staff can communicate without removing radios from their belt clip.

Replacement holster with 3" swivel belt clip
Part #53821

Heavy-duty for extra durability, clips radio right to the belt for convenient portability.

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