

# **Ensuring Optimal Communication for Safety**

Hytera Solves Capitol Region's Problem in USA

Usei

U.S. Security Associates

Market segment

**Public Security** 

**Project time** 

2015

Products

Hytera XPT Trunking System PD75X/75XG Portable Radio



### Background >>

Getting a quality education is a prerequisite for children and young adults to succeed in today's global market. Students have a right to feel secure in the educational environment, and parents want to ensure their children are guaranteed as much safety as possible. Optimum safety measures include a reliable and rapid response communication system for school and security personnel. In situations such as a fire or medical emergency, a top tier communication system is indispensable.

This system will also be used during the improbable event of a serious safety emergency for lockdown measures to warn personnel, to ensure that sensitive areas within the school are properly secured, and to summon law enforcement authorities and rapid responders.

### **Problems with Alternative Communication Systems**

Kevin C. McCrewell, Sr. is Supervisor of Security Operations for U.S. Security Associates. His operation regularly serves 35 member districts in Greater Hartford, Connecticut. As Supervisor of Security, McCrewell is familiar with the issues that come from using a sub-par communication system.

The failures of both communications alternatives – cellular phones and standard model radio systems – are similar, McCrewell found. Neither a cell phone nor some standard radio models can quarantee the prompt location of other security or administrative staff. With cell phones, McCrewell was frustrated when calls were dropped to due poor signals, and when a call or message went unnoticed or ignored.

McCrewell also noticed that some radio communication systems do not offer easy access direct messaging. Though cell phones can text, if a situation is caused by inclement weather or some other event impacting the general public, cell phones may be unable to establish contact with each other. Furthermore, with many standard two-way radios, it may be difficult for personnel to find a clear channel on which to communicate, and channels may be subject to interference.









These problematic side-effects are also a privacy issue, McCrewell noted. Many messages need to be directed to specific staff members, not accessed by general personnel or the general public. Private messages available to third-parties may easily result in a breach of security or public panic.

Something as simple as a dead battery can restrict an entire safety operation by limiting rapid response communication. McCrewell admits to changing the batteries in standard model radios several times during the course of a shift.

### **Enhanced Communications on Campus with the Hytera PD75X**

Since switching to Hytera radio communication systems two years ago, McCrewell has been using the PD75X with XPT systems for security operations on campus. The PD7 series (including PD75X and PD75XG) is built to DMR standard and contains features for both voice and data communication. The design of PD7 series models is approved to rigorous IP67 and MIL-STD 810 testing. The Hytera patented pseudo-trunking maximizes channel usage. The PD7 series integrates an optional GPS chip that allows the radio to function with Hytera Dispatch System or and other third party GPS dispatch software.

With the Hytera product, McCrewell is instantly able to receive messages from officers in the field, which ensures the safety of the security officers and the safety of the campus overall. Administrators are assigned their own programmable channels on the PD75X, allowing for quicker, more clear communication. The easy-access menu allows for quick location of another individual by way of the Direct Connect feature. The innovative technology of the system provides for an immediate response, which is critical in the case of a security issue or medical emergency. Additionally, the product allows for immediate, but private, communication in a lockdown situation.

This is an invaluable feature when you must alert a select few individuals promptly while guarding against information leaks.

He is now able to complete an eight- to 11- hour shift without changing the radio batteries. This power-saving capability is not only convenient, it is essential to security personnel. Additionally, McCrewell praises the hardened features and maneuverability of the product. The sleek look and feel of the PD75X offers optimum functionality for supervisors and security personal.

#### **Voice from Customer**

"Since our upgrade to the Hytera product, it has become a lot easier for me to be a supervisor [and] not be a detective."

"Hytera is the new standard, compared to previous standard models."

"By being able to take the call from individuals directly, I can keep the message simple and very secure. It doesn't go out to the masses for things like if I have a lockdown or I have a medical emergency. Those things...I can keep them quiet. I can make my direct connect. It's better than a cell phone."

---- Mr. Wong Ming Kam, Deputy General Manager of Hytera



## Hytera Communications Corporation Limited

**Address:** Hytera Tower, Shenzhen Hi-Tech Industrial Park North, Beihuan RD.9108#, Nanshan District, Shenzhen, P.R.C.

Http://www.hytera.com marketing@hytera.com