



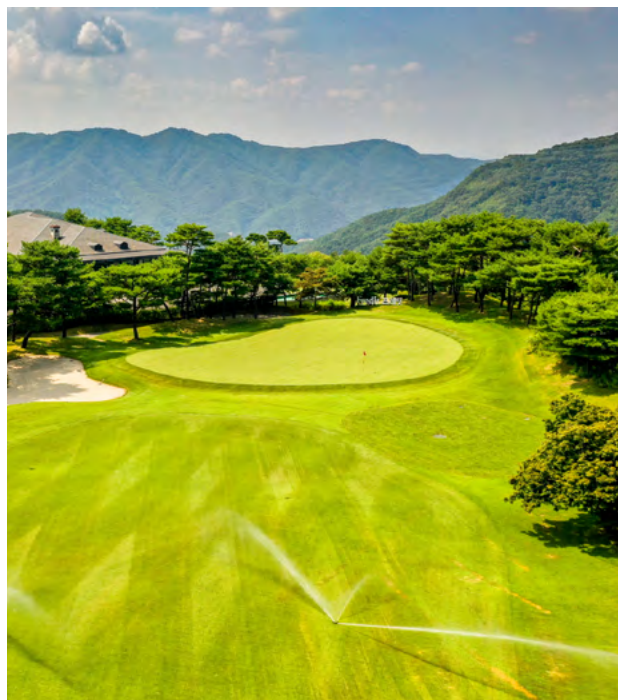
TEE CLOUD COUNTRY CLUB NAVIGATES ROUGH TERRAIN AND ENHANCES SAFETY & SERVICE STANDARDS WITH MOTOROLA SOLUTIONS' BROADBAND PUSH-TO-TALK WAVE PTX SERVICE AND TLK 100

Opened in 1990, the Tee Cloud Country Club holds an impressive 30-year history of providing award-winning experiences to customers, including being listed in the Top 10 Choice for Customers over three consecutive years, being named amongst the Best 20 Golf Courses in Korea, Top 10 Holes in Korea, and the Best 10 Club House Restaurants in Korea, to name a few accolades.

Tee Cloud Country Club is located at the foot of Mt. Soyo in Dongducheon and is dubbed the "Sogeumgang in Gyeonggi." The club offers golfers unique "tee shots in the cloud" experiences where golfers are greeted by a magnificent view of the mountain below as they hit their tee shots. Guided by its philosophy to give "value beyond golf," the club is committed to keeping its first-class course management and customer service reputation and securing its position as one of the best golf clubs in Korea year after year.

In preparation for the opening season in March 2021, Tee Cloud Country Club changed its entire radio fleet deployed to round support teams and caddies. The key reasons behind its adoption of the Motorola Solutions' WAVE PTX LTE service and radios (TLK 100s) were to **take the Club's interdepartmental operational communications and reliability of property communications to new heights.**

The Club has since reaped numerous benefits, from **better communication planning between caddies and support teams, to improved collaboration and productivity between customer servicing teams, and reliability and resilience of communications indoors and outdoors.**





WITH THE ADOPTION OF MOTOROLA SOLUTIONS' WAVE PTX SERVICE AND RADIOS, THE CLUB HAS ELIMINATED THE FREQUENT DISRUPTIONS CAUSED BY ITS TOPOGRAPHIC LOCATION

The Club has two nine-hole courses: the Haemil and Viche Courses. Unlike typical golf courses that are located on flat grounds, the Club's courses include significant variations in elevation between holes, as well as areas with densely filled trees and nicely blended with the location's beautiful surroundings with unique challenges at each hole. Its topography characteristics, however, causes significant communication challenges, which negatively impact the work required for efficient and accurate rounding management. Often, radio waves were diffracted or blocked between holes or lost at different elevation points on the course. Streamlining rounding requires close communications between caddies and the round management teams. Reducing communication disruption was essential to enhance golfers' game experiences.

"The extreme elevational variation (290–410 meters above sea level) caused radio issues. In addition to the elevation, the distance, bends, and densely planted trees often blocked the radio waves, causing interruptions in communications," said the Team leader of the Round Support Team at Tee Cloud Country Club. "We tried to substitute our digital radios for analog radios, but that only worsened the interruptions. That finally drove us to consider LTE radios."

The Tee Cloud Club staff decided to test the Wave PTX service and TLK 100 reception, resilience, and functionalities at different locations with different user groups throughout its courses over a 2-month trial period. They sometimes even used the service outside the country club's premises. At the end of the trial period, the results proved satisfactory. The Club decided to replace its whole fleet with Motorola Solutions' Wave PTX LTE service radios (TLK 100s).

WAVE PTX SERVICE AND TLK 100 PROVIDE ROBUST AND STABLE COMMUNICATIONS

Results showed that introducing Motorola Solutions' LTE service and devices was the best choice for the Club.

- 1 Issues experienced with the previous radio fleet are now resolved.
- 2 Enhanced Voice quality. In the TLK 100s, caddies shared that "speaking on the radio was as good as smart phones."
3. Stable network performance significantly reduced staff stress levels. An essential element in golf course management is effective communication between caddies, i.e., teams going ahead and behind and teams playing the same hole. Coordinating the flow of rounding is equally vital to their roles in assisting players. Out in the field, accurate and timely communications with colleagues can make or break their day at work. With this new service, support teams no longer need to raise their voices, be misunderstood or miss calls due to network disruptions.
- 4 Best of all, caddies can also choose to make team broadcasts or place individual calls to specific caddies for private communications. The stability of the new communication network(WAVE PTX) also reduces safety risks if incidents should occur around the courses and also if urgent instances arise.



A BOLD INVESTMENT FOR A BOOST IN PHYSICAL SAFETY

One of the most significant benefits of introducing Motorola Solutions' LTE-based TLK 100 is the elimination of communication failures which can impact safety on the course. In many sections on the course where two holes overlap, special attention is needed to ensure teams adhere to safety procedures when playing in these overlay zones.

For this reason, Tee Cloud Country Club set the goal for this project to **prevent safety failures arising from communications disruptions**. Guaranteeing communication stability streamlined its operations at work and eliminated safety risks resulting from communication gaps even in the rarest possible scenario.

“In these cases, we ask caddies to communicate with each other to ensure sufficient time gaps are maintained between the playing teams. When communication was unstable, caddies were either not connected, or one group was under the impression that their message was delivered. However, it wasn't. This was a critical safety issue for golfers and something the Club that we could not tolerate. We introduced the TLK 100 LTE radios, bearing the costs to purchase them and pay for the monthly communication bills so we can confidently prevent such safety risks. Our management stood firm and allowed us to proceed with this bold project.”

Team Leader of the Round Support Team

TLK 100: SLIM AND LIGHTWEIGHT DESIGN, POWERFUL BATTERY LIFE

In addition to what the TLK 100 itself has to offer, Tee Cloud Country Club enjoys its various functions and convenient options in the Motorola Solutions' WAVE PTX service.

The first thing caddies notice about TLK 100 is its Bluetooth connectivity. For caddies, using a Bluetooth-connected earpiece is a must. A wired earphone does not look good. In the field, it can get entangled while playing and present a safety risk to users. The Bluetooth earpiece, exclusively designed for the TLK 100, on the other hand, has a push-to-talk (PTT) button, so users can initiate instant communications without touching the radio.

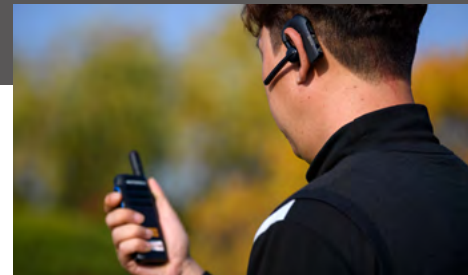
Another feature highly appreciated by the caddies is the ability to connect with their own Bluetooth earpieces. “Caddies find it convenient to activate the PTT function on the radio even when they are using their earpiece.”

The club believes that ensuring reliable, stable communication between staff and teams is a prerequisite to ensuring high service quality on its grounds. It strives to offer seamless, streamlined communications among staff members in all locations, which is an essential element of its award-winning golf management.

Another feature that Tee Cloud Country Club is satisfied with is TLK 100's lightweight and slim build. This design works well for female caddies to carry around, or they could install the WAVE PTX mobile app on their smartphones to get into the right radio workgroups.

Another beneficial feature is TLK 100's superior battery performance. They said they filed several complaints with the previous radio supplier, as the previous system's radio battery would not cover a 36-hole round. “After we changed to the Motorola Solutions' TLK 100 radios, we are no longer worried about battery life.”

Golf Club staff used to operate from FRS radios or affordable digital radios that did not come with monthly bills. But the Club believes that service stability is fundamental to its operations and key to improving employee satisfaction at work and customer safety and satisfaction. Hence it decided to provide TLK 100s to its team as part of its investment to raise the bar in physical safety, and customer experience.





BENEFITS OF USING WAVE PTX SERVICE AND TLK 100



Stable and clear PTT group communications

The WAVE PTX service provides stable and clear PTT group communications between the round management team and caddies, thereby ensuring streamlined round operations and instant situation awareness to prevent safety failures.



Carrier LTE networks for a wider coverage

Enjoy both the convenience of radio communications and the extended coverage of nationwide LTE networks. Real-time talk groups, subscriber management, and PTT communications without limited coverage and without the need to expand infrastructure significantly improve productivity.



Easy to use and manage

The TLK 100 has a slim form factor, supports uninterrupted and clear voice communications, and offers the advantage of convenient over-the-air radio maintenance. Wi-Fi and Bluetooth connectivity for hands-free operation helps with productivity. It also features location tracking, powerful battery performance to cover the whole shift, and real-time status.



Robust partner support

Poco & Poco, an official channel partner of Motorola Solutions for the WAVE PTX service, provides thorough end-to-end services from initial testing to post-installation services. They offer a range of service and maintenance experience, from demo radio supply for initial tests to radio supply and installation or radio and accessory services.

For more information about Motorola Solutions' WAVE PTX (LTE radio communications) and devices (TLK 100, TLK 150), please visit motorolasolutions.com/wave-ptx.



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