

LE TOUR DE LANGKAWI 2011

THE REIN OF CHAMPIONS

Le Tour de Langkawi's message that cycling only wants true champions is as important in 2011 as ever. Once again, Motorola's two-way digital radio MOTOTRBO™ provided the winning partnership for its race communications.

2011 race marked the 16th edition of the internationally-acclaimed cycling tour. Returning on the 23rd January to its original Grand Depart in Langkawi Island, Malaysia, the competition covered ten stages as compared to only seven stages held in past races. The race route of 1,315 kilometres was flagged off in Langkawi Island and ended at Dataran Merdeka on the 1st February. Over 138 riders of 28 nationalities competed in this gruelling test of stamina and sprint performance.

RISING TO THE CHALLENGES

Dato' Mohid Mohamad, the Secretary General of the Youth and Sports Ministry, said that the new and improved Le Tour de Langkawi 2011 race comprised two back-to-back HORS category climbs. As the toughest challenges on the Tour, they were the first climb to Cameron Highlands in Stage Four and the iconic Genting Highlands climb on the following day in Stage Five. These hilly challenges proved formidable for the race communications. MOTOTRBO™ proved only the top performing radio solution could meet these challenges.

CRITICAL LINK IN RACE COMMUNICATIONS

Being the event's technology vendor, work for the 2011 tour began months in advance for Motorola's channel partner - MyGPS Technologies Sdn Bhd. With the race covering more states in the peninsular, the team overcame geographical constraints, noise interferences and limited coverage by leveraging MOTOTRBO™.

MOTOTRBO™ repeater stations were already set up on the hills to extend wide communications coverage for the 2010 race. Similarly for this year's race, MOTOTRBO™ repeaters and mobile radios were also installed in convoy vehicles to provide uncompromised communications as they travelled across the states. The use of advanced digital technology meant they could count on excellent audio quality that stayed clear throughout the 1,315 kilometres journey.

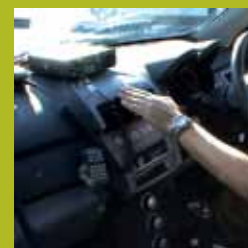
MOTOTRBO™ EVERYWHERE

As the race progressed and competition intensified amongst the riders, MOTOTRBO™ could be seen everywhere. Race officials relied on it for timely updates. Racing teams used it for coordination. Race marshals deployed it for security reporting. Their MOTOTRBO™ digital radios provided superior voice clarity with digital noise cancellation feature, critical for radio conversations amid cheering crowds and traffic noises. It also provided IP Site connectivity for data and live feed transmission, double capacity and privacy calls catered for the race.

MyGPS Technologies deployed SmartPTT Radio Dispatch software to provide GPS tracking, enabling the race headquarters in Kuala Lumpur to implement real-time monitoring of the convoy vehicles throughout the 10-day race.

PROVEN READY FOR THE MOMENTS THAT MATTER

After 10 gruelling days of intense racing, the winners stood proudly on the podium, enjoying their moments of glory. Another successful chapter has closed on Le Tour De Langkawi. MOTOTRBO™ has indeed demonstrated the competitive edge of digital radio technology, delivering another year of winning partnership between Motorola and the Le Tour De Langkawi.



For more information on how MOTOTRBO™ Digital Radio can deliver winning performance for your business-critical communications, please visit us on the web at <http://ap3.motorola.com/sea/mototrbo/index.asp>

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ABOUT MYGPS TECHNOLOGIES SDN BHD
Established in 2006 in Malaysia, MyGPS is a provider of advanced GPS Tracking Solution and Security monitoring system. This Motorola Premier Gold Partner offers services for fleet management and 24 x7 Control Centre for emergency communications. Visit company website: www.mygps.my



ASIA'S BIGGEST CYCLING RACE WINS FANS WITH MOTOTRBO™ DIGITAL RADIO

WINNING PARTNERSHIP OF MOTOTRBO™ AND LE TOUR DE LANGKAWI



Top racing teams vie for Le Tour de Langkawi championship every year. While cyclists were pushing their endurance limits with great stamina, the Motorola's digital radio pushed coverage beyond geographical boundaries for superb race communications. MOTOTRBO™ demonstrated the competitive edge of digital radio technology, overcoming all challenges as a true winner.

EVENT OVERVIEW: LE TOUR LANGKAWI 2010

The 15th Edition of Asia's premier cycling event - Le Tour de Langkawi 2010 took place from 1st to 7th of March 2010. Over 20 teams competed in the gruelling race of 1013.9 kilometres, crossing through the states of Kelantan, Terengganu, Pahang, Johor, Melaka, Negeri Sembilan, Genting Highland, Selangor and the Federal Territories of Putrajaya and Kuala Lumpur.

Organized by the Ministry of Youth and Sports, together with the Malaysian National Cycling Federation (MNCF) and the Prime Minister as Patron of the event, the race was introduced in 1996 and was graded again as a Hors Class (2.HC) race by the International Cycling Union (UCI) - equivalent to the prestigious status of several major races in Europe.

CUSTOMER PROFILE

Company
• Le Tour de Langkawi
• Malaysia

Industry
• Event Management

Key Benefits
• IP Connectivity
• GPS Tracking
• Superb Clarity
• Expanded Capacity & Coverage
• 40% More Talk Time



CHALLENGE: GEOGRAPHICAL CONSTRAINTS, NOISE INTERFERENCES AND LIMITED COVERAGE

The new route for 2010 race posed the toughest challenge for even the most seasoned cyclists. As a test of endurance, the riders had to pedal against the winds of the South China Sea and cover longest distance in the event under the tropic's hot sun.

Equally challenging was the mammoth task of setting up a reliable communications network over hilly terrains. In the past races, the organiser rented helicopters to provide roaming, aerial coverage. Officials monitored the race from the sky, providing live reports as the racing teams crossed each stage of the race. They used analog radios to communicate and coordinate with marshals that were stationed on-site and those trailing the race teams in the convoy vehicles.

While the aerial coverage was helpful in extending analog radio coverage, the cost was extremely high. Moreover, analog radio signal strength would weaken over wide distances. The resulting distortions create static noise and buzzing that becomes noticeably audible as the radio marshals try to increase the volume or go further distance from the aerial coverage. Audio clarity would often degrade, hampering communications and coordination during the race.

Compounding the problem further was the ambient noise generated at the event site. "We have thousands of race supporters and curious spectators at every stage of the race," said Abdul Rahim Bin Azizi, Chief Marshal, "but the cheering crowd and traffic noise can make radio conversations difficult to follow. In a real-life situation, we cannot just walk away from the noise and compromise the event security."

SOLUTION: MOTOTRBO DELIVERS SUPERB AUDIO CLARITY AND WIDER COVERAGE FOR CLEAR COMMUNICATIONS

Like any sporting event, the Le Tour de Langkawi 2010 always inspires higher performance and results. "Every year, we have the opportunity to raise our standard of event organisation to a professional world-class level. For the 2010 race, we decided to invest in the latest technologies that can help us boost our communication capabilities during the race," said Zulkifli Bin Kalil, Finance and Operations, Ministry of Youth & Sports.

For many years, MyGPS Technologies Sdn Bhd has been the event's technology partner responsible to meet the rigour communication demands of each race. With extensive experience and expertise in Motorola radios, this Motorola Premier Gold Partner knew that the shift into digital radio was necessary in overcoming problems of limited coverage and ambient noise.

Alex Soo, Executive Director of MyGPS Technologies Sdn Bhd, explained "Our top priority is to deliver customer satisfaction. Surprisingly, when we weighed the costs of replacing the race's analog radio system with Motorola's latest digital radio solution - MOTOTRBO™, not only are we saving money for the race organizer but we are delivering greater effectiveness such as clearer audio clarity, extended coverage and many other user benefits."

The Race Team Support Crew, Race Officials, Marshals, Judges, Technical Crew and the Security Personnel were provided with MOTOTRBO™ radios to replace their analog radios. In all, MyGPS deployed 83 units of XiR P8200 Non-Display portable radio, 47 units of XiR P8268 GPS Display portable radio, 40 units of XiR M8268 Display mobile radio, 20 units of IMPRES™ Remote Speaker Microphone and 20 units of IMPRES™ spare batteries that were made available on standby.

HIGH QUALITY OF VOICE CLARITY

Immediately, these new users discovered the true digital difference: MOTOTRBO™'s digital noise cancellation feature enabled them to experience superb audio clarity.

"As compared to the analog radios they have used before, my team of security marshals gave positive feedback for the superior audio clarity which they experienced using MOTOTRBO™ radios," said Abdul Rahim Bin Azizi, Chief Marshal. His marshals also enjoyed clearer communications as they rode on their motorbikes. Thanks to the IMPRES™ Remote Speaker Microphone which enhanced the optimal audio quality and performance of the digital radio.

SHIFTING COMMUNICATION COVERAGE FROM THE SKY TO THE HILLS

A key feature of MOTOTRBO™ digital technology is the extended coverage. By installing one unit of XiR R8200 MOTOTRBO™ repeater in each of the three mobile vehicles, MyGPS successfully replicated the same radio coverage previously supported by the roaming aerial coverage of helicopters. The high cost of helicopter rental, pilot fees and jet fuel were thus eliminated.

STRONG AND CONSISTENT DIGITAL SIGNAL

Next, MyGPS also installed the XiR R8200 MOTOTRBO™ repeater in strategic hill sites, providing up to 25 kilometres' radius of digital radio coverage along the race journey. The powerful digital signal strength delivered uncompromised race communications at virtually no loss in voice and data quality.

IP CONNECTIVITY FOR TEXT MESSAGING AND GPS LOCATION TRACKING

MOTOTRBO™ also supports text messaging and GPS location tracking capability. The IP Site Connect application was deployed to link together multiple repeaters and provide a radio roaming service. Leveraging the Internet, a reliable wide-area communications network was created across the hilly terrains and open roads, enabling race officials to broadcast live voice announcements and provide text messaging with real-time information. The integrated GPS feature also provided location tracking of the racing teams at each finishing point, enabling race officials to monitor convoy movements and provide timely live updates.

DOUBLE CAPACITY AND PRIVACY CALLS

Compared to analog solutions, MOTOTRBO™ offers twice the calling capacity on the same spectrum - thanks to Time-Division Multiple-Access (TDMA) technology. A single MOTOTRBO™ repeater is required to handle two simultaneous calls, thus saving on equipment cost and reduce the complexity of the combining equipment for multi-channel configurations.

Also, there is no need to obtain new frequency licenses for the increase in the repeater capacity, and compared to alternative technologies that may operate on different bandwidths, there is no comparative increase in the risk of interference from adjacent channels. A total of six individual digital channel slots and Private Calls, which were made available with IP Site Connect roaming, were supported by just three digital repeaters, unlike the analog system which would otherwise require six repeaters.

LONGER BATTERY LIFE

The race teams were using their MOTOTRBO™ radios far longer than they expected. After two days, they found that the digital radio did not need a battery recharge. Because TDMA-based digital system divides the channel into two independent time slots, with each individual transmission active only for short burst, lesser battery power is consumed. This unique digital feature provides 40 percent longer talk time between recharges as compared to analog radios.

EXCEPTIONAL USER EXPERIENCES

The race team support crew trailed the riders in their vehicles to render assistance during the race. Equipped with MOTOTRBO™ mobile and portable radios in the vehicles, they singled out MOTOTRBO™ audio clarity, strong coverage and user-friendliness yet ruggedness as exceptional plus points! After the race, the South Asia and Middle East teams including the UAE Cycling Federation (www.uaecf.ae) enquired with MyGPS about purchasing MOTOTRBO™ radios for their own use when they get back home. MOTOTRBO™ has won fans for its performance!



3
MOTOTRBO
REPEATERS

20
IMPRES™
MICROPHONES

20
IMPRES™
BATTERIES

40
MOBILE
RADIOS

130
PORTABLE
RADIOS

1300
KILOMETRES