



World's Largest Observation Wheel

Deploys Motorola Two-way Radio System



"I like the fact that the Motorola GP328 Professional Radio series is designed to endure those bumps and bounces of a unique service industry like ours. As we pride ourselves as a lifestyle destination, with a myriad mix of retail and F&B outlets, for both the old and young – constant innovation and dedication to service are keys to attracting and maintaining visitorship. It is definitely a professional advantage to rely on the best communication solution to get the job done well, and Motorola has come through for us." – Thiruna. R, Assistant Manager (Operations), Singapore Flyer Pte Ltd.

Officially launched in April 2008, Singapore Flyer is more than Asia's most iconic tourist attraction; it is an extraordinary work of engineering design and architecture. Arising above Singapore's skyline at 165 metres with a wheel diameter of 150 metres, Singapore Flyer is the world's largest Giant Observation Wheel.

Designed by world-renowned architect Dr. Kisho Kurokawa from Japan, the Singapore Flyer stands at the height of a 42-storey building, some 30 metres taller than the famed London Eye. The spectacular monument uses a slim ladder truss rim, rather than the usual triangular rim used by other observation wheels, which is a technological breakthrough of its kind. Taking a flight on this S\$240 million dollar wheel is a one-of-a-kind experience. In capsules the size of a single-deck bus that can comfortably accommodate up to 28 persons, visitors get to enjoy 360 degrees of panorama views to as far as 45 kilometres away, looking beyond the skyline of Marina Bay to parts of Malaysia and Indonesia.

The Challenge: Dedication to Service Requires Reliable Communication for Efficient Coordination and Quick Response

Singapore Flyer – Singapore's iconic tourist attraction stands on 33,700 square metres, an area spanning 172 tennis courts or 1,120 car parking lots and with more than 25 retail outlets and restaurants operating in its Retail Terminal. Each 30-minute flight can hold up to 784 passengers in its 28 capsules and a normal day at this popular tourist attraction would see thousands experiencing its scenic flights.

From the security guards to the maintenance crew, and the ticketing sales personnel to the customer service agents, the Operations team shoulders the heavy responsibility of keeping the Singapore Flyer running with clockwork precision. With public facilities and people traffic spreading over such a wide area, they have the most challenging tasks on hand - to keep in touch to stay

CUSTOMER NEEDS

Successful management of a tourist attraction entails the efficient coordination of visitor arrivals, patronage of its retail terminal and facilities. The tourist attraction operator must achieve operational goals and satisfy customers' service expectations.

- Ensure crisp voice quality for clear communication across all areas.
- Deliver efficient, instant and reliable communication to all users.
- Ensure ease of operation, management and maintenance.



BENEFITS

- Motorola's special voice processing technology X-PAND™ enables crisper, clearer and stronger audio quality, allowing users to keep communicating, even in noisy environment.
- Forward error correction technology enables radio to receive message, like call alert and send out the PTT-ID even though the voice signal is too weak to be heard.
- Built-in voice-activated feature (VOX) enables users to transmit their message in a hands-free environment, without pressing the push-to-talk button.
- Switchable RF Power Levels which users can switch between high and low power with reference to their specific application to conserve battery life.
- Tri-colour LED Battery Gauge indicates battery status with early warning on low battery strength.
- Tone Tagging allows 8 different ringing tones to be assigned to 8 specific users/talkgroups, making audio caller identification to these 8 groups possible.
- Lightweight Lithium Ion battery option makes the radio one of the lightest in its range.
- Certified by the US Factory Mutual standard and intrinsically safe to operate in hazardous environment.

in control. The solution - equip everybody with the use of two-way radio communication tools. By simply pressing a button, users can contact from one to one hundred people instantly. Unlike any other form of communication, two-way radios can link individuals or entire workgroups together without costly usage fees. They are robust and easy to use, enabling teamwork and cooperation with increased productivity to the company's bottom line. As the proponent for advanced technologies, the Singapore Flyer turned to Motorola Two-Way Radio Solutions, the market leader in two-way radio communications for the professionals.

Motorola Solutions: Deploy GP328 Series to Provide Practical Two-Way Radio Solution to Increase User Productivity and Streamline Radio Use

The Motorola GP328 Professional Radio series is the two-way radio solution for professionals who need to stay in contact but do not require extra features. This practical radio can easily increase productivity by keeping users constantly communicating, yet streamlines their radio use and allowing them to concentrate on the job at hand. Users of the GP328 series find it ideal for: -

- Managing a facility or more than one building
- Wide range coverage within the workplace
- Simple-to-operate functionality
- Contacting people who are mobile
- Making several calls to repeat the same message

Partnering closely with Technics Communication & Electronics Pte Ltd who has a solid 26 years track record in deploying Motorola solutions, the Singapore Flyer had the entire Operations team communicating on the GP328 radio series on the same day of system setup, user training and deployment. Their new radio communications system comprised 30 units of GP328 portable radios as well as audio accessories for hands-free operation on the move.

As in all public entertainment professions, the Singapore Flyer operational personnel have exciting, high-involvement jobs. And it nearly always occupies people, in a variety of extreme

situations. Not only must they be on the alert all day, but also ready to respond quickly and clearly. Whether they are the security guards looking after its multi-storey retail terminal, or an usher who guides the passengers when boarding the capsules, they need to maintain round-the-clock readiness during the Flyer's operational hours and also convey an air of professionalism and confidence.

Voice quality is critical for effective communications. The GP328 Professional radio series can be heard in almost any environment because of Motorola's technology of voice compression and expansion called X-PAND™. Audio quality is crisper, clearer and stronger, allowing the Singapore Flyer crew to keep communicating even in any noisy environment of large crowds. The easy-to-use key features include one-touch high-pitch alert tone for emergency, group call, as well as alpha and tone tagging for constant monitoring of communication.

Lightweight, Discreet and Hands-free Operation

Using a cellular-style audio earpiece with clip microphone reduces the need for Singapore Flyer crew to carry the radio in their hands all day. Lightweight and comfortable for all-day wear, the audio accessory also enhances their ability to react to emergency situations, such as in crowd control. The earpiece also transmits sound directly into the ear, ensuring clear reception of messages even at a noisy venue. This way, communication becomes quick and convenient when coordinating private VIP events, traffic marshalling, site inspection and conducting maintenance works.

For the Singapore Flyer operations team, the outdoor personnel find that the GP328 radio has all the power and durability they need to accomplish their jobs, even in the most difficult environments. The indoor personnel enjoy its lightweight and ergonomic design, ensuring the Singapore Flyer is running at the highest level of efficiency at all times. The GP328 series is indeed their reliable communication solution for instant contact and control.



MOTOROLA

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