



MOTOTRBO™ SL SERIES

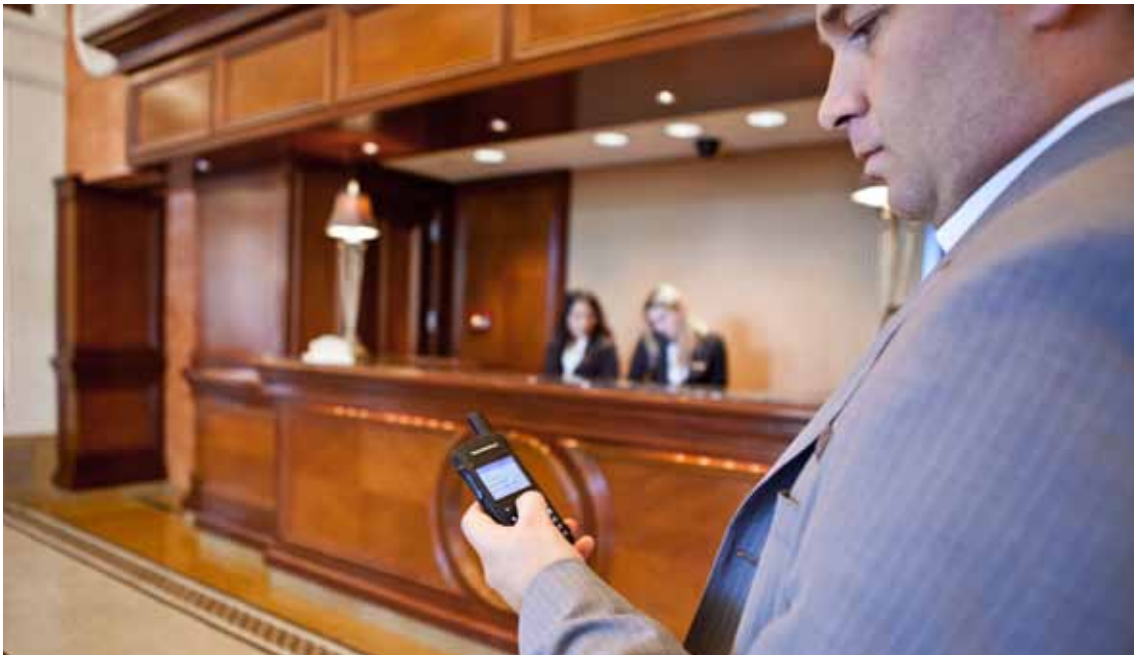
DIGITAL HAS NEVER LOOKED BETTER



Luxury hotel or lavish casino, you compete in an industry where image is paramount and guests have plenty of choices on where to spend their dollars. Differentiating yourself through exceptional service is one of the most important ways you can delight them and build loyalty.

How do you provide a level of service and professionalism that distinguishes you from competitors? Project a first class image while making sure your staff have the right tools to stay instantly connected and in control?

We listened to what you wanted and developed an ultra-thin, ultra-light digital radio for the ultimate in discreet communications. With industry-leading features like enhanced work order ticket management and a large color display, the MOTOTRBO SL Series can help remaster your productivity and image.



“My radio needs to be small so that I can work as covertly as possible, and it doesn’t allow guests to see that I’m wearing a radio. In that respect, the SL Series is the biggest step forward in my 14 years as a radio user.”

- Russell Penton,
Security Officer
Claridges Hotel
London, England

WE ASKED A RESPECTED PANEL OF EXPERTS: OUR CUSTOMERS

When it came to developing a digital radio specifically for the hospitality industry, we turned to the experts – our customers – to ask what the perfect device should be.

Whether size or shape or software, they believed it should combine style with high performance, elegant professionalism with everyday practicality. Quite simply, it had to help them get the work done without getting in the way.

From world-renowned casinos to five star resorts, our customers were the driving force behind the development of the SL Series digital radios. They communicated what was critical and outlined what was desirable.

Their collective experiences and constructive comments were integral in helping us “co-create” a game-changing, ultra-thin, ultra-light portable radio that seamlessly integrates voice and data applications, delivers forward-thinking features and offers access to the industry’s largest portfolio of customizable software applications.

DELIVERING THE PERFECT RADIO

Our approach in developing the SL Series was unusual in radio design. After listening to the overarching desire of hospitality professionals for a thinner, more discreet device – one that was technologically-advanced, intuitive to use and had richer functionality – we knew we had to create a digital radio specifically for the executive user. Professionals had dreamed it; it was up to us to design it.

INTERVIEWING CUSTOMERS WORLDWIDE

We visited hospitality professionals around the world to see how they used their communications devices, and what a new class of digital radios should include. We met with hotel managers, communications executives, event planners, security officers and more to listen to their concerns, understand their cultures, identify their needs, gather their input and leverage their expertise.

POSITION PAPER
MOTOTRBO SL SERIES

They told us they wanted a radio that was the perfect synthesis of professional and consumer technologies – a “cool business tool” that was compact and high performing with a premium design.

It must be lightweight and compact but have all the capabilities of a two way radio. So whether they were in the front lobby or the back office, they could communicate instantly one to one or one to many, easily and discreetly with a world-class device designed specifically for professionals.

Finally, they asked for a device without the costly monthly charges of mobile phones that their employees used. Better functionality at a lower total cost of ownership was an important business consideration for them.

MATCHING THE VISION TO REQUIREMENTS

We took this customer-focused information back to our teams who aligned themselves on key considerations that were a “must-have,” such as size and weight. Here, critical decisions were made quickly and early on, and critical parameters were mutually agreed upon.

It was imperative to create something truly iconic – where the vision matched the requirements.

Then the implementation phase began. For the design teams, this meant giving customers different shaped

blocks to hold in their hands to identify just how small a radio should be. For our engineers, it initially involved looking at unique resources within our company – from audio speakers to internal antennas – and leveraging hardware and software from successful platforms.

Even though we were creating a brand new form factor, we didn’t need to reinvent an entire technology. We could draw on proprietary concepts that we had tested and validated – like a smaller internal antenna or a larger, high resolution screen –to speed the perfect radio into the hands of expectant customers.

LARGER THAN LIFE PERFORMANCE. SMALLER THAN EVER SIZE.

From Southeast Asia to South Florida, here’s what hospitality professionals told us they wanted in the perfect radio:

“Discreet, easy for me to use and carry all-day long”

“I want to wear it underneath a jacket and not be seen”

“A device as sophisticated as my professional attire”



YOU ASKED FOR A FIRST CLASS DEVICE. AND WE DESIGNED A NEW CLASS OF RADIOS.

Product Definition

Our customers were clear. They wanted a communications device that merged the best attributes of commercial and consumer technology. It had to be the perfect synthesis of reliable, two-way performance and “a cool tool that I love to hold in my hand”.

Exploration

During our interactive design process, we took different-sized blocks to global customers to determine the ideal size, weight and shape. After comparing and using a number of forms, they determined the radio had to be thin, small and lightweight. The key criteria for the SL Series was identified and validated at the outset by them.

Validation

Our customers were actively involved in design and usability testing and we validated concepts with them early on. How could we make the radio delightful and easier to use? Because we understood the customer and their culture, we could design the right features – making work order tickets a direct entry or creating a display so large, they could see more information, more clearly. By accommodating these cultural attributes, we added a whole new level of functionality to the radio.

Prototyping

Then we developed extensive prototypes using the latest 3D printing technologies. From basic blocks articulated with lines for keypads and features, we engaged in a continuous dialogue with our global design, engineering and management teams. Every aspect was meticulously examined. We updated prototypes round-the-clock and round-the-world until we constructed a model that mirrored the finished product.

Testing

Finally, we tested, refined and retested to ensure we had addressed customer requests about preference and performance. We enhanced the buttons to make the radio easier to use and improved the battery life.

“At the end of the day we’re all about providing Five Diamond service, and the Motorola SL Series radio helps us accomplish that.”

- Max Jenue-Gens, Security Officer
Acqualina Resort and Spa on the Beach, Miami, Florida

WE EMBRACED THE CHALLENGES. AND ENGINEERED IT TO BE EXCEPTIONAL.



OVERALL DESIGN

Unquestionably, thin, small and lightweight were the top priorities in creating the SL Series radios. Our mechanical engineers knew how to keep the radio compact and details, such as the PC board, were skillfully designed by our architects to fit the lighter, smaller size.

ANTENNA INNOVATION

Aside from shape, much of the SL Series hinges on how well it works. Our engineering teams ran multiple series of simulations and mock-ups on the antenna to make sure it optimized digital performance in the coverage area.

FULL COLOR DISPLAY

One of the key considerations was the large, high resolution screen. We chose a specialized, high-definition display that automatically adjusts backlighting to changes in light – from bright sunlight to dark night. This would provide outstanding clarity and a stunning color display that was easy to read in any situation.

BEST-IN-CLASS AUDIO

Audio quality had to be exceptional so hotel staff could hear loud and clear in the noisiest environments, from a crowded banquet to a bustling lobby. The radio had to have exceptional audio performance that fit inside a small package.

USER INTERFACE

Finally, we performed a number of usability studies to make sure we optimized all aspects of the radio. Whether it was having users try the full-size keypad, making the battery latch easy to open, or slimming down the battery pack to fit within the slim housing without sacrificing power. We also made the navigation menus, buttons and features easy to use.

“When I first saw the MOTOTRBO SL Series I thought that it was a cell phone, not an actual two-way radio. It has all the capabilities of a two-way radio but with a professional, discreet look that fits absolutely well with all our uniforms.”

- Juan Velez, Director of IT
Acqualina Resort and Spa on the Beach, Miami, Florida

SL SERIES: A FULL-FEATURED RADIO WAS NEVER THIS SLEEK, OR DISCREET

Hotel professionals around the world were unanimous in asking for a radio that was so sleek and stylish. Replace heavier, bulkier devices, they told us, with a two-way radio that will project our image and make our staff always look professional. Create something so unobtrusive and comfortable that we can carry it all day long.

The SL Series is ultra-thin and ultra-light. Hold it in your hand and you'll see what light really means. It weighs less than half of a standard two-way radio, so it's easy to wear and carry discreetly – under a jacket, on a skirt or a belt.

INTELLIGENT AUDIO ADJUSTS VOLUME

Whether you are security heading from a crowded lobby to a quiet hallway or an event planner walking from the hush of indoors to the hubbub of outdoors, background noise can be challenging for communications. You may miss an incoming message if your radio's volume is too low in a noisy area or guests may be interrupted if your volume is too high.

We designed the SL Series radios with Intelligent Audio, a smart digital feature that automatically adjusts radio volume to fit the environment's noise level so you never need to alter the volume. Now your staff won't miss a call in a loud lobby or disturb others in a quiet corridor.

EFFORTLESS INTEGRATED BLUETOOTH®

Hotel professionals told us their employees wanted to communicate conveniently, comfortably and unobtrusively while they were working.

We embedded Bluetooth® audio in the SL Series radio to eliminate the wires and enhance the level of professionalism and discretion. The result is crystal-clear audio and discreet conversations that are hands-free and hassle-free.

ENHANCED WORK ORDER TICKET MANAGEMENT

One of our unique challenges was to take existing hotel software and apply it to the SL Series radio. Managers showed us the standard software they use to send text messages to maintenance, engineering and hospitality crews. Could we improve the user interface so it was easy for employees to read work order tickets without scrolling through menus?

With the SL Series, we reduced the number of steps to view this software from five to two. Now when a work order ticket comes through, your staff receives a notification and can open it up immediately on screen. There's no more scrolling from left to right to view a message. It is significantly faster and easier to read so staff can respond faster and serve guests more effectively.



LARGE COLOR DISPLAY WITH DAY/NIGHT MODE

Managers told us that staff members became frustrated trying to read text messages and work order tickets on small screens. They had to scroll through pages or scroll left to right to view a message or check a status. When they moved into different lighting conditions – from a well-lit room to a darkly-lit patio – they lost clarity and readability on their device. And if the radio got damp or they scratched the display, legibility became more difficult.

We designed the SL Series with a large, high resolution, full color display. A built-in photosensor automatically senses ambient light and intuitively adjusts the backlighting on the screen to optimize viewing in all types of conditions. A special day/night mode changes the screen and illuminates the icons to make them clear and readable in the darkest and brightest places.

High-strength coatings protect the display from impact and damage to help resist scratches, water, drops and bumps that occur with everyday use. The SL Series is much more rugged and reliable than your typical cell phone.

COVERT MODE FOR COMPLETE DISCRETENESS

Particularly for hotel management and private security, discretion is a predominant concern and customers asked for a more sophisticated way to communicate covertly. Their image must be professional and their conversations unnoticeable to guests.

We designed the SL Series with a special covert mode that lets you disable all the visual indicators – the display, LEDs and radio audio. The radio literally goes dark and eliminates audible tones. Now management or a security person can hear transmissions wearing a Bluetooth® wireless earpiece or wired surveillance earpiece, but no one else can.

ENHANCED PROGRAMMABLE BUTTON

Customers told us they wanted fewer buttons to program and a faster way to see information, such as call lists or work contacts. Instead of three or four buttons, they sought easier access, greater flexibility and more efficient customization.

The SL Series has a single, enhanced customizable button that can be programmed with up to nine of your favorite features. Whether you want to monitor a channel, go to work order tickets, create call alerts, activate a private call with an individual or a group, send an emergency notification or simply access all your contacts at once, you can do it all with one touch.

PERSONALIZED VOICE ANNOUNCEMENTS

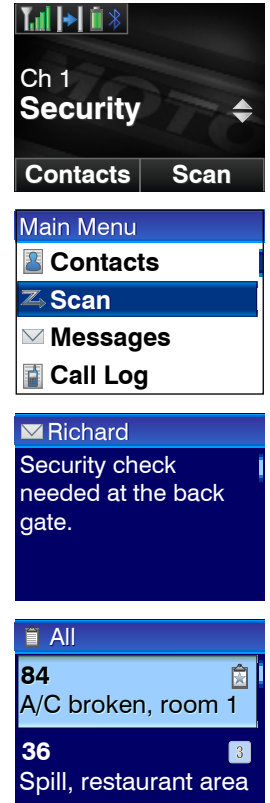
If your employees are working on a ladder or walking across the grounds with their hands full, it's unsafe and inefficient to stop and look at their radio or locate the correct channel on the go.

We added an important safety feature to the SL Series. Voice announcement verbally calls out channel or zone changes as well as programmable button features so your employees don't have to look at their radio. You can choose pre-determined voice announcements or customize and personalize your announcements to meet the needs of your operation.

DISCREET VIBRATE ALERT

Checking in executives or checking out an event, your staff must communicate without interruption and without disturbing guests. Whether front desk receptionist or convention center security, you can stay connected to work teams and convey a professional image.

The vibrate alert feature on the SL Series lets you switch the radio to vibrate mode. Rather than sounding audible tones, the radio vibrates to alert you of a communication, quietly and discreetly.



CUSTOMIZED DATA APPLICATIONS

Hospitality professionals across the world rely on the speed and ease of data applications that can be customized to fit their business culture and criteria – from personalized text messaging to easy-to-read work order tickets.

With the industry's largest application developer program, the SL Series offers an unrivalled portfolio of custom data applications including work order ticket management and telephone interconnect which enables the radio to call a landline or mobile phone. You can add data applications to your two way radio system that is tailored to your operation.

THE RADIO DESIGNED BY CUSTOMERS FOR CUSTOMERS

Every forward-thinking feature and function of the SL Series is designed with your professional environment and employees in mind – from Intelligent Audio to enhanced work ticket management, integrated Bluetooth® to large color screens, covert mode to discreet accessories.

The SL Series integrates voice and data seamlessly for instant access to real-time information like text messaging and work order ticket management. It delivers exceptional audio plus advanced features that are easy to use. All in a shape so thin, light and discreet, it's unlike any radio you've ever used.

For more information on how to make sleek and stylish work for you, visit motorolasolutions.com/ap/SL1K

motorolasolutions.com

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Malta design position paper 2012

MOTOTRBO
DIGITAL
REMASTERED.