



**Communications for Any Application**  
Reliable and Responsive Professional Two-way Radios



# Your Bridge to the New Era of Digital Communications

As a leading designer and manufacturer of professional mobile two-way radio communications equipment, we are dedicated to bringing the most valuable and customized solutions to clients across the world.

As a digital technology forerunner, Hytera takes a significant position in the analog-to-digital migration of professional wireless communications.



## Customers' Challenges

The value of advanced technologies lies in the problems they can solve. Different industries and all types of complicated tasks are challenging the way of professional communications. The demands for connectivity are always closely related to customers' key tasks and they vary greatly, from basic voice transmission to applications of improving deployment, resources allocation and organizational efficiency.

Only when we fully understand what our clients really want, is it possible to create more value with innovative technologies and to deliver more at critical moments.

# Introduction

Founded in 1993 in Shenzhen, China, Hytera has grown to be a core manufacturer in PMR (Professional Mobile Radio) communications industry with a large customer base in more than 80 countries and regions across the world.

Hytera formerly (HYT) entered the US market in various Private-Labeled brands in 2001. Since then we have grown steadily in the North American Market and established the HYT brand name in the US and Canada in 2006.



Hytera established an office in the United States in 2007 to better serve the entire Americas. In our recent endeavors Hytera has become GSA approved and is now able to provide communications solutions to the Federal, State, and Local Government.

A premier global provider of wireless communication solutions with more than 800 R&D personnel and a US-based support center gives us the ability to supply the type of support that organizations demand. Holding 120 patents of innovation allows Hytera to implement customized communications solutions for any application.



# Global Marketing

Hytera considers customer satisfaction as a paramount issue. We work closely with our distributors, dealers, integrators and application partners to deeply understand the demands from end users, and promptly come up with customized solution for users' specific demands. Hytera has established a global sales and service network to bring innovative products and solutions to local markets quickly and efficiently.

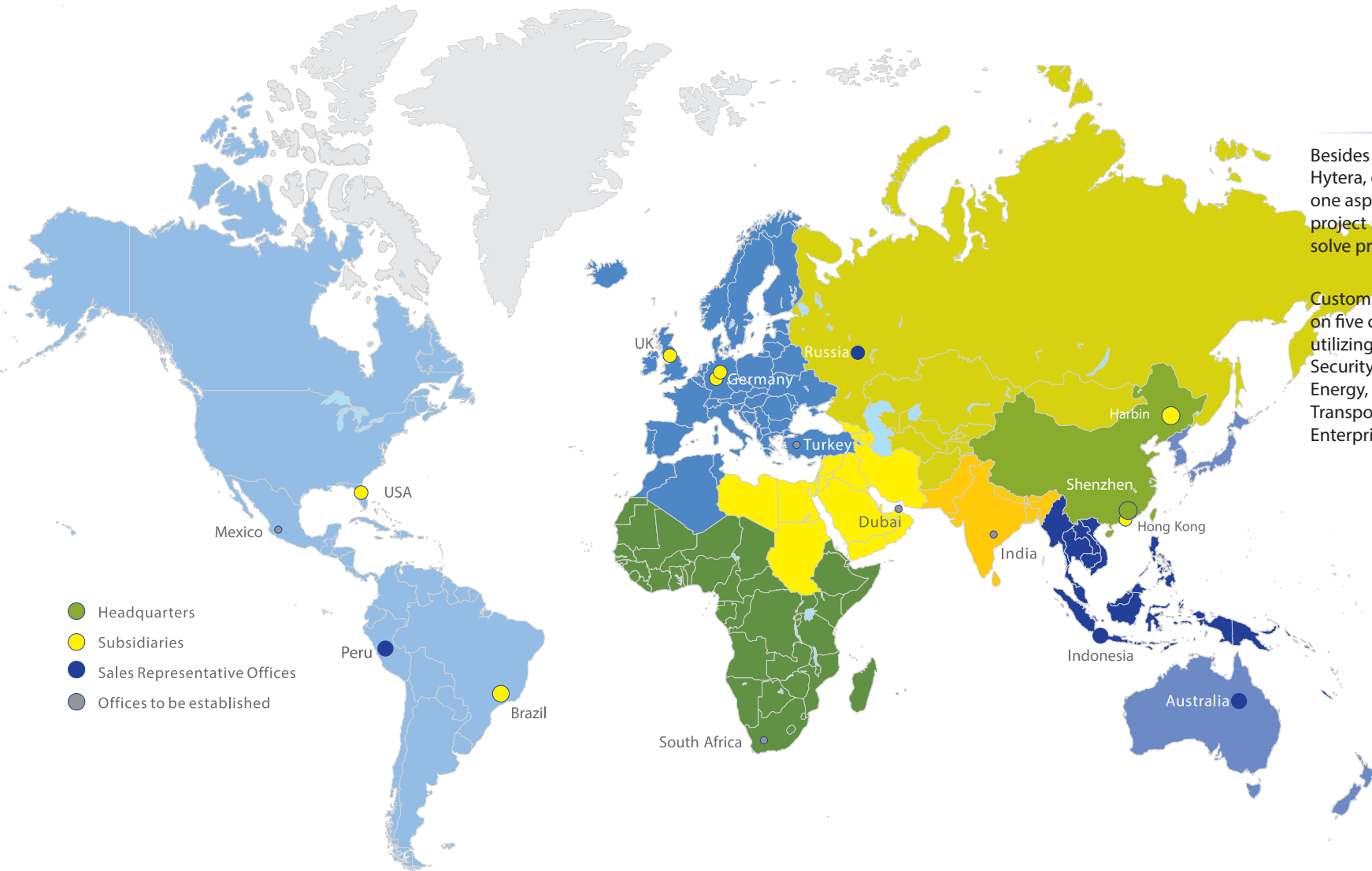
With 3 subsidiaries in the USA, UK and Germany, 20+ branches, and 600+ partners across the world. In China, Hytera has established a nationwide sales and marketing network with subsidiaries & offices in Chengdu, Guiyang, Xi'an, Changchun, Xinjiang, etc.

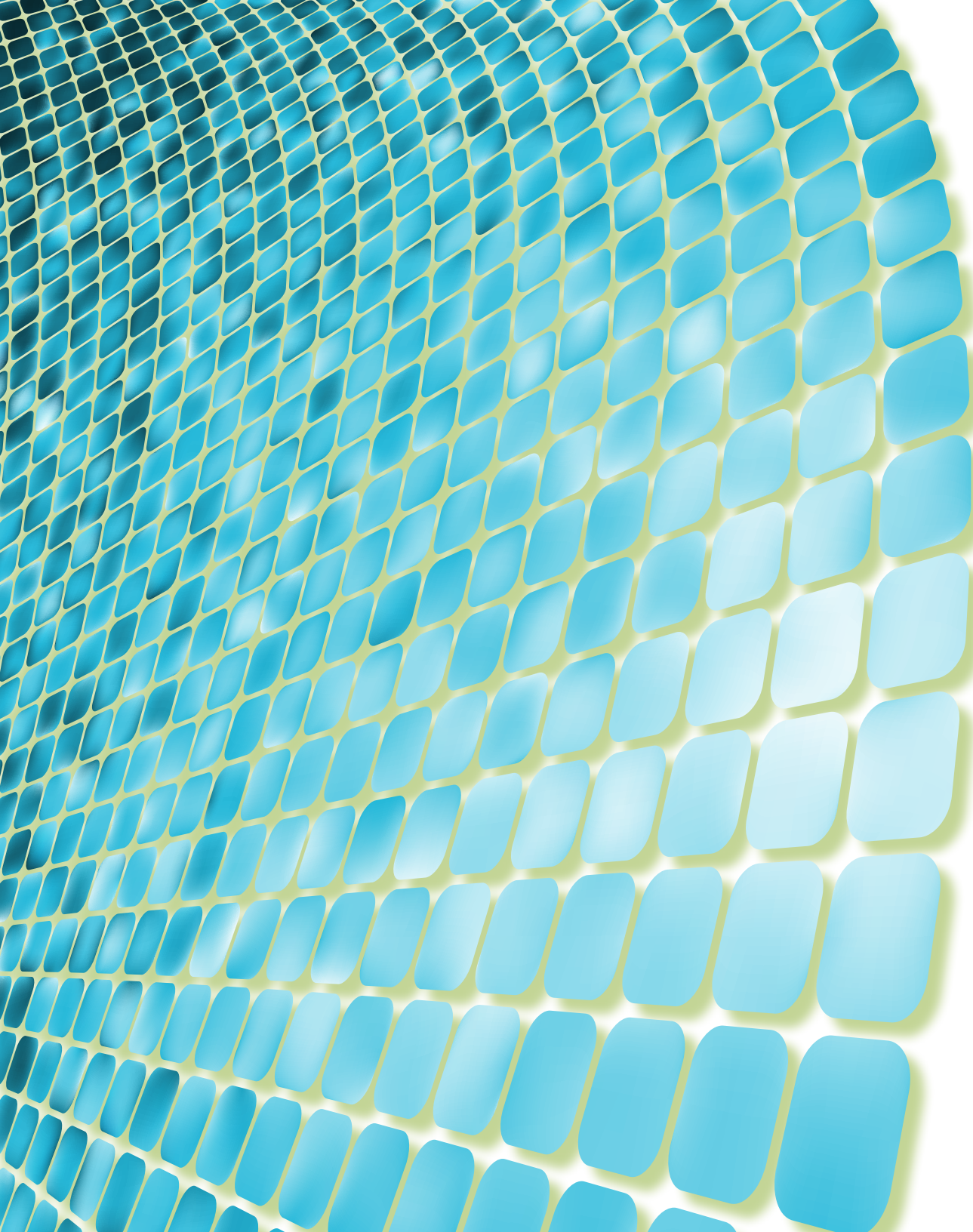
## First-Class

Besides the first-class technology from Hytera, our customers particularly value one aspect: our customer-oriented project management with which we solve problems before they occur.

Customers in over 37 countries on five continents are already utilizing our solutions in industries: Security & Government, Utilities & Energy, Industrial & Manufacturing, Transportation & Airports, and Enterprise & Business.

- Headquarters
- Subsidiaries
- Sales Representative Offices
- Offices to be established





## Industry Applications

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# Industry Challenges

Only when we fully understand what our clients really want, is it possible to create more value with innovative technologies and to deliver more at critical moments.

Hytera offers a comprehensive product portfolio from analog to digital, from terminal to system, and voice transmission to data applications. With a portfolio compliant to multiple leading protocols including TETRA, DMR, and PDT. Hytera is capable of providing customized solutions to different users across the world.



# Solutions

As one of the few manufacturers that masters TETRA, DMR and PDT technologies, Hytera introduces product series of all these mission critical digital protocols, Hytera also leads in the draft of digital trunking standard in China. The acquisition of Rohde & Schwarz TETRA business in August 2011 further strengthened our competitive edge in TETRA market.

## Security & Government

Law-enforcement, Firefighters, EMS,  
Government Agencies, Military,  
Private / Public Security, Dispatch Center

Maintaining social stability and safety, fighting against crime, and creating a sound business environment are the primary tasks for the government. Yet the increasing frequency of natural disasters and public emergencies puts a strain on modern government. Constructing an efficient, secure and stable Command & Control communication system is critical for government agencies to handle emergency situations with ease.

As a leading provider of professional communication solutions, Hytera designs and delivers state-of-art Command & Control solution with centralized incident call taking and information sharing to professional users. The solution strengthens cooperation and coordination among officers of different agencies so that emergency response can be achieved in an orderly, rapid and efficient way. The solution integrates the most advanced wired / wireless switching technology, location positioning technology to establish nation-wide command and control system.



## Utilities & Energy

Electricity, Waste Management, Water Treatment, Oil & Gas, Mining, Refineries

With the rapid development of energy demands surging worldwide, the Utilities & Energy industry requires higher efficiency in management and operation. Safer production, flexible dispatching, accurate monitoring, and quicker response in emergency situations demands a secure, reliable and efficient communications solution. Hytera has developed solutions to achieve effective professional communications in all work areas including the main / satellite offices, refinery / factory, transportation dock, fleet vehicles, line men and fuel storage areas scattered across a vast region with difficult terrain.

Products ranging from mobile, portable and integrated trunking systems allows for complete and customizable solutions. Our Intrinsically Safe radios sets your mind at ease when entering a possible situation where combustible gas & dust or flammable environments are present.





## Industrial & Manufacturing

Manufacturing, Construction, Factory.  
Farming, Forestry, Warehouse

Industrial & Manufacturing is increasingly important for the development of economics and stability in a region. Speeding up communications is one of the ways to gain a competitive advantage within an industry. However, many of the communication systems currently in place are obsolete and fail to address the needs of technology driven operations.

It is critical to establish an easy-to-use, powerful, and reliable wireless system to satisfy daily communications, raise productivity, and centrally dispatch staff in emergencies. These industries demand seamless coverage in complicated environments, such as large steel buildings, underground structures, and tunnels. These areas have blind zones, which are generally small but essential for complete coverage. Hytera has developed solutions to ensure that all of these challenges are addressed and rectified for flawless day-to-day operations.



## Transportation & Airports

Railway, Buses, Port, Airport, Logistics,  
Fleets Vehicles, Taxi

Smooth airport operations cannot be achieved without effective communication and flawless coordination across staff of varied airlines and various departments. This requires reliable and efficient professional wireless communication solutions keeping them connected. Communications is essential for airport personnel to ensure services are delivered to their passengers, no matter if it's customer service, baggage handling or grounds crew. Reliable wireless communication enables all personnel to communicate and handle their daily tasks with ease.

Wireless dispatch communication systems play an essential role in managing dispatchers at control centers and stock depots, station attendants and drivers. The system solution includes dispatch communication, field coverage and network management. Due to the complexity and professional applications, systems for urban transit require secondary development. Therefore, building a customized wireless dispatch communication system that integrates all its components and can meet the fast-growing business needs of transportation operation.



## Enterprise & Business

Hotel, Hospital, Property Management,  
Retail, Events, Executives, Education

Communication is the fundamental key for the smooth operation of Businesses. In this fast paced industry, customers are expecting more services in less time. In order to better respond to the customers' demands and coordinate resources, more and more businesses turn to radio communications. Security is high priority and being connected when emergencies arise ensures that people are safe and situations are handled with immediate response and urgency.

In today's increasingly competitive markets, the need for reliable communications is more prevalent with high requirements on full coverage, clear voice transmissions and data services. An effective communication system with powerful functions increase work efficiency, optimize task management and ultimately enhance customer satisfaction. Whether it's quickly dispatching the staff to meet needs, or ensuring services are delivered when promised.



# End-to-End Solutions

Our products series can be grouped and synergized in 7 end-to-end solutions according to different customer requirements.

## 1 Local-area Communications Network (LCN)

Primarily for commercial users of supermarkets, property management, hotels, etc. The LCN meets customers' demands for voice call, basic data application and dispatching management, greatly improving work efficiency.

## 2 Remote Communications Network (RCN)

Primarily for geographically scattered users with medium traffic of factories, hotels, logistics, etc. The RCN connects geographically separated local-area networks via conventional multi-frequency networking and IP connection for voice communication, basic data application and dispatching management.

## 6 Energy Dispatching Network (EDN)

Primarily for public security users and government organizations. The EDN achieves quick networking and on-site dispatching in emergencies like terrorist attacks & natural disasters, and public events with mobile base stations.

## 7 Wide-area Commanding Network (WCN)

Primarily for public security and military users. The WCN utilizes multi-site networking infrastructure, achieving wide area coverage of municipal, provincial and national levels, meeting the requirements of high traffic voice communication, advanced encryption, multi-level dispatching, cross-area/cross-department coordination and automatic roaming within the whole network.

## 5 Linked Dispatching Network (LKDN)

Primarily for transportation users of express way, railway, metro, etc. The LKDN fulfills higher spectrum efficiency and multi-level dispatching with simulcast and trunking technologies.

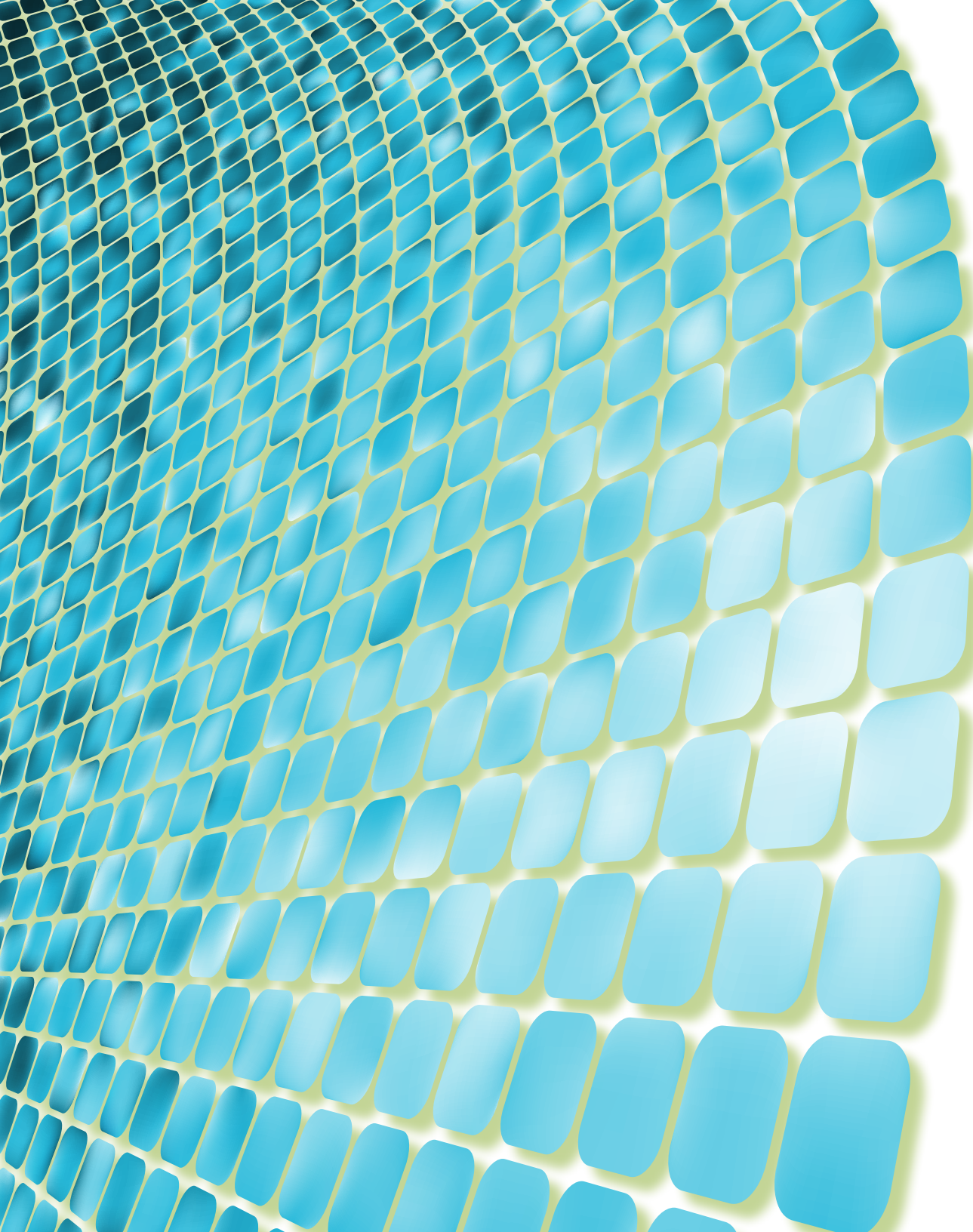
## 4 Remote Dispatching Network (RDN)

Primarily for geographically scattered users with multi-level dispatching demands of Public Security, Homeland Defense, Oil & Gas, etc. The RDN connects geographically separated local-area networks via trunking network and IP connection for regional voice communication of high traffic and cross-area communication.

## 3 Local-area Dispatching Network (LDN)

Primarily for industry users of Port & Airport, Oil & Gas, etc. The LDN achieves regional communications and dispatching with single site trunking, greatly improving dispatching efficiency, achieving higher system capacity, multi-level dispatching and various data applications.





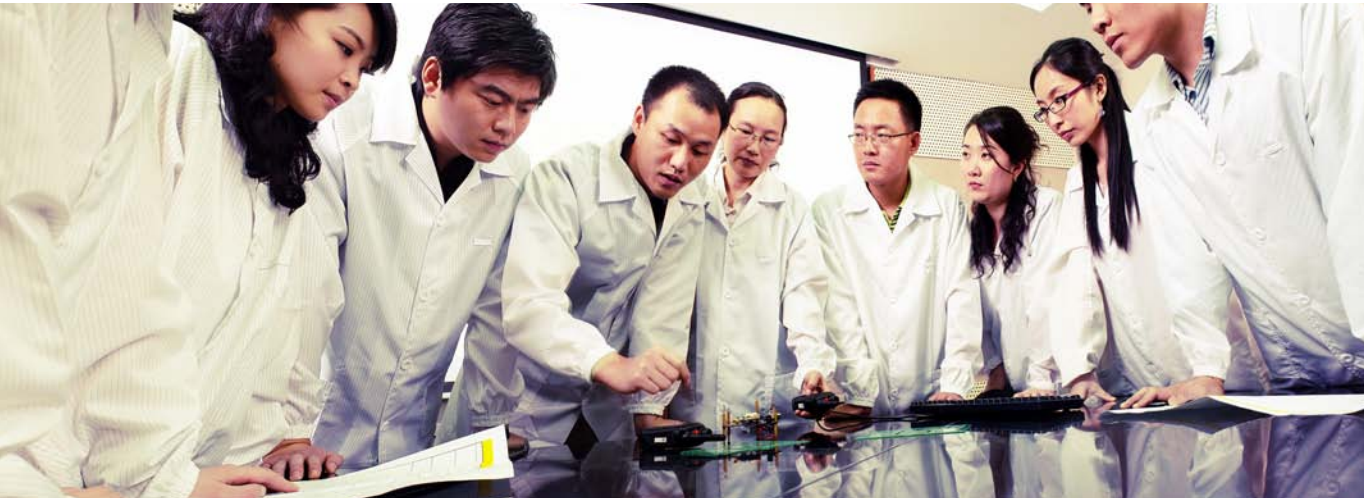
## Quick Response & Continuous Innovation

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# Innovation & Technology

We never stop with innovating since customers keep expecting more. As a digital technology forerunner, Hytera takes a significant position in the analog-to-digital migration of professional wireless communications.

As one of the few manufacturers in the world that master TETRA and DMR technologies and introduce products series respectively, Hytera also leads in the draft of digital trunking standard and commercial digital radio standard in China



## Research & Development

A premier global provider of wireless communication solutions with more than 800 R&D personnel and a US-based support center gives us the ability to supply the type of support that organizations demand. Our percentage of revenue for R&D and 10%+ and our head count is more than 35% of the total staff of Hytera employees. Holding 120 patents of innovation allows Hytera to implement customized communications solutions for any application.

TETRA (Terrestrial Trunked Radio) is a digital trunking mobile radio standard developed by the European Telecommunications Standards Institute (ETSI).

As a core member of TETRA MoU, Hytera is one of the few manufacturers in the world that master TETRA technology, and is the 1st to develop TETRA terminals in China.



Worlds First Color-Display DMR Digital Radio



Worlds Lightest, Thinnest, and award winning covert radio

DMR (Digital Mobile Radio) is a digital radio standard specified for professional mobile radio (PMR) users developed by ETSI.

Hytera is one of the few manufacturers worldwide who have launched complete DMR solutions from terminals to systems.



World highest level, IIC, intrinsically safe radio

## Superior Quality

Stringent quality control and advanced manufacturing ensure superior products quality for our customers.

We have established an end-to-end quality control system and integrate quality control into the complete process of product development and manufacturing. Tools and projects like 6Sigma and QCC further enhance the already strict control procedures.

Hytera owns general standard, environmental engineering, and electromagnetic shielded labs, which help to ensure full compliance to Chinese national and industry standards, American Military Standards, ISO9001, ISO14001, OHSAS18001, and EN13980 (ATEX / FM / CQST / CSST) explosion proof systems.

## Approvals

Hytera currently holds FCC approvals on 118 products and 136 products with CE approvals.



Frozen Proof



Dust Proof



Water Proof



**Vision:**

To be the most valuable provider of professional communications equipment and services worldwide

**Mission:**

Bringing our customers unlimited communication





Your Authorized Dealer:  
Alpha Prime Communications  
Sales . Rentals . Service  
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