

**Things are not all
Black and White
when it comes to
communications planning!**



**You need
The RIGHT System!**

The RIGHT Funding!

The RIGHT Vendor!

**That's where we come into
the picture!**



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<http://falconinfo.blogspot.com>

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Changes are coming!

Most Alabama law enforcement agencies operate on VHF simplex or repeater stations as well as a statewide network on 155.010 MHz. These stations operate in an analog wide band (25 kHz) mode and are currently in the process of being converted to narrow band (12.5 kHz).

The problem is that narrow banding has some significant effects on the operation of these systems. In essence, noise increases as audio decreases which results in a significant loss of operating range in fringe areas. For a simple explanation of narrow banding on analog radios, please see www.info4u.us/NBStory.pdf.

In essence, a law enforcement agency has the choice of increasing the number of base or repeater stations necessary to sustain current operating requirements, live with the loss, or plan an accelerated conversion to digital which is unaffected by narrow banding.

In some areas, such as Mississippi and Florida, the state has moved from VHF to the 700/800 MHz band with the help of federal funding. The problem is that the range per station is even LESS than narrow band VHF or UHF. Worse yet, the cost of the equipment is significantly higher than digital VHF or UHF system. When we say more expensive, we mean a LOT more expensive with an average cost of around five thousand dollars PER RADIO! That can mean up to ten thousand dollars per officer/vehicle continued federal funding chances are not good.

That's the bad news. The good news is that you can be digital and still retain analog capability at a cost of less than a thousand dollars per radio.

In summary, you have to make the choice of selecting VHF or UHF, staying with analog and or selecting the best digital technology. Historically, this has meant P25. Today it can include other technologies such as DMR (MotoTRBO/Hytera) or NXDN (ICOM/Kenwood).

System Types.....

We have prepared extensive information on the four most common radio system technologies used in the USA. The following links will provide more information on each system.

Analog - www.info4u.us/Analog_Planner.pdf

DMR - www.info4u.us/DMR.pdf

NXDN - www.info4u.us/IDAS-Guide.pdf

P25 - www.info4u.us/P25Guide.pdf

There are other proprietary standards such as SmartNet™/SmartZone™ or in large metro areas, a new technology known as LTE. For most of us, one of the four choices above will be best suited to fire department needs. However, there are other choices within our basic choices.

Volunteer fire departments, schools, and buses favor UHF radio systems. Until now, interoperability has been very expensive, but now we have both DMR and NXDN technology which allow simple and affordable bridging. This allows VHF to UHF seamless interoperability at very reasonable cost.

For more information, please refer to our Blog at <http://falconinfo.blogspot.com/2011/04/hytera-advanced-capabilities.html>.

As to which technology is best for an individual user group, that will depend on a variety of factors which will be discussed in more detail after a discussion of your individual needs and agreement to a Memorandum of Understanding (MOU) which will be discussed later.

For now, let us just say that we are ready to extend a helping hand that goes far beyond the services of a traditional 2-way radio dealer. We are committed to helping those who understand the concept Quid Pro Quo as it applies to working with other agencies, Falcon Direct, and those who work with us are here to help you. We have provided a lot of information in this pamphlet, and we are ready to offer more!

About Funding.....

Most law enforcement agencies depend on funding from the Department of Homeland Security (DHS), ADECA, their State Senator, Seizures, and private capital funding.

Management of your budget using the resources of an organization such as Highland Public Capital can often allow you to make major fleet improvements for vehicles, cameras, computers, and communications without increasing your annual budget.

Working with Brad, we can show you how to defer any payment at all for up to one year. This gives you time for receipt of drug task force money, or grants approved within that time.

We can help you reduce field operational costs by tightening up administrative control while simultaneously enhancing the safety of your officers and providing improved service to your community.

We can direct you to one of the best grant writers in the business who offers a flat rate fee, typically in the thousand dollar range for a regional grant project.

By combining the capabilities of multiple jurisdictions, the chances for a special grant are greatly enhanced while simultaneously reducing the individual cost per department. Cost sharing applies not only to the grant writer fee, but to the cost of equipment and operational cost as well.

Better yet, when you combine your purchases with other departments, you are in a much better bargaining position with your vendor (that would be us of course)

Speaking of vendors, we understand the Alabama Bid Law very well. Suffice it to say that we can provide full compliance with the Bid Law while simultaneously allowing you to purchase what you want from the vendor of your choice.

The Right Vendor.....

understands your needs, knows what needs to be known about, regulations & technology, and how to assist you with common sense planning. More importantly, your selected vendor should put your needs first, not his own, or the manufacturer he or she may represent.

Your vendor should have a proven track record of performance and have extensive knowledge of equipment standards, FCC regulations, DHS requirements, and post sale service. Falcon Direct has those qualifications and we will put our resume up against any vendor or manufacturer regardless of size, time in business, or industry experience.

We publish the most widely read Blog on communications in the world, read by users, dealers, and manufacturers in virtually every nation worldwide. We have more experience with P25 VHF and UHF than any other vendor in Alabama and were responsible for putting in the first large DMR (MotoTRBO) system as well as the first, and largest, IDAS (ICOM) fire communications system in Alabama.

We are the leading Hytera DMR hospital communications provider in Alabama as well as exclusive provider to all US Embassy offices in Mexico (P25), a nationwide IDAS system in Oman, and the list goes on! You can learn more about us at <http://falconinfo.blogspot.com>.

We offer a number of brands and models including BK, HYT, Hytera, ICOM, Maxon, Midland, Motorola, Relm, Ritron, TEKK, and TYT to name a few.

We are known for fair prices, great customer service, and post sale service programs designed to take care of those we serve.

So the question is what can we do for you and why do we do it, and what makes us different from everyone else?

What we can do for you!

Our knowledge and ability to help is given on the understanding that we are not a charitable institution. We are a business chartered to earn profits, pay taxes, and provide employment. In simple terms we help those who help us. Our business model is built on Quid Pro Quo, a mutually beneficial relationship.

Since some people do not share the philosophy of Quid Pro Quo, the information that we provide initially must by necessity be restricted to just the basics of what we offer.

After review of this material, the next step is to review and sign a Memorandum of Understanding (MOU) defining the specifics of an equally beneficial relationship. A copy of this MOA, along with departmental information form is available on request by dropping us an email to QuidProQuo@falcondirect.com. Upon receipt, we will send you the aforementioned MOA and departmental information forms.

We can tell you this much at this time. We can, and will work with you to address your needs, provide common sense solutions and help you with obtaining the necessary funding.

As you know, we prefer to meet with all agencies in a designated county or in some cases, we will work with multiple counties as a common entity.

After determining those interested in working with us, we move to the next step of providing an evaluation digital radio system at no charge or obligation. Generally this involves temporary installation of a new digital repeater station and evaluation radios for each participant.

Additional elements of our services include a new vehicle command and control system, courtroom security, merchant protection services, and a new investigations tool known as *Crook Catcher*. The next step is up to YOU!