

Vertex Standard expands the market in Vietnam by introducing new two way radio solutions

Introduces innovative combinations of two-way radio solutions designed for different type of customers, ranging from sophisticated industries to amateurs

Hanoi, Vietnam, 06 April 2011 - Vertex Standard, a leading Japanese maker of two-way radios and communications solutions, today announced its expansion plans for Vietnam, with a solution portfolio designed for a wide range of commercial, government and industrial customers.

The introduction of Vertex Standard in Vietnam is part of its growth plans to gain a stronger presence in the Asia Pacific region and world wide.

“The expansion of Vertex Standard in the region and in Vietnam is an important part of our business strategy and the launch of the new series VX450/VX4500 is an important part of this expansion plan to have a wide portfolio that is distinctive due to the value it offers in the form of compelling return on investment, cost efficiency, reliability and advanced features.

We are a well-regarded brand with more than 56 years in the industry and we aim to make a difference for our customers by providing well-designed and reliable two-way radios to deliver expanded features that provide businesses a cost efficient, reliable and sophisticated communication alternative while ensuring greater return on their investments,” said Stephen Ritchie, director of distribution, Asia Pacific for Vertex Standard.

Vertex Standard’s portfolio is focused on advanced technology and value-added solutions with customization options for customers from public safety, healthcare, manufacturing, transportation, hospitality, healthcare and Construction sectors, marine and security. The category of radios offered to them includes:

- Commercial radios
- Marine radios
- Airband radios
- Amateur radio, and
- Accessories and Peripherals

The Company has introduced several compact portable and mobile radios from its portfolio, including [VX-231](#), [VX-351/VX 354](#), [VX2100/VX 2200](#), [VX4100/VX4200](#) and [VX 1700](#). They come with a die-cast chassis, making it solid and rugged for every day communications required by commercial and industrial users.

The channel capacity of the radios ranges from 16 channels to 512 channels, with a number of features including individual or group paging ability with built-in DTMF ANI (Dual Tone Multi-Frequency Automatic Number Identification) for selective paging requirements, supported by high-speed scanning capability with various scanning options and a high-powered audio feature that is ideal for noisy environments.



Especially, it is equipped functions that monitor users safety include emergency, lone worker alerts and Auto-Range Transpond System – ARTS™ in which Emergency notification helps users to send out alert for help, Lone worker mode is built-timer that help the radio to automatically change to emergency mode after predetermined time not to press PTT by the users and ARTS, a smart feature to keep workers coordinated when they are out of communication range.

It also offers a long battery life span with an intelligent saver mode that helps to maximize and save power consumption.

The Vertex radios are met the MIL-STD C/D/E/F and G and IP 54, 55 and 57 depending the models in which IP 57 can be submersible under water 1 m in 30 minutes.

Availability

The Vertex Standard models [VX-231](#), [VX-351/VX 354](#), [VX2100/VX 2200](#), [VX4100/VX4200](#) and [VX 1700](#) are now retailing at all leading channel outlets in Hanoi, HCMC and other key provinces such as Can Tho, Dong Nai, Da Nang, Hai Phong etc , Vietnam. Vertex Standard plans introduce its latest model of radios in Vietnam from time to time.

For more information or enquiries on the range of Vertex Standard products, please visit www.vertexstandard.com or contact Vertex Standard Channel Manger, Ly Anh Tuan at ntbj47@motorolasolutions.com.

About Vertex Standard

Vertex Standard Co. Ltd is a Japanese company that has been engaged in radio communication products for land, marine, airband, and amateur for over 50 years. Since the company was incorporated in 1956, Vertex Standard has become a global two-way radio manufacturer with advanced technologies. With customer satisfaction as its number one priority, the company supplies products that meet the changing demands of the 2-way radio communications market. For more information on any Vertex Standard product, please visit www.vertexstandard.com/ap

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