

## Vertex Standard Announces Digital Radio Launch Plans

Tokyo, Japan – 9 March 2010 – Vertex Standard Company officially announced today it will offer a new series of digital land mobile radio communications based on two-slot Time Division Multiple Access (TDMA) 6.25 kHz efficient digital technology. The new licensed conventional digital series is designed for users seeking to optimize their bandwidth and to take advantage of the other benefits of digital radio such as improved audio clarity and range

“We understand our customers are evolving their radio communications needs seeking solutions that make them more productive and are more cost-effective. Vertex Standard is committed to developing digital communications to bring customers a new choice in TDMA digital technology that provides double the capacity on existing licensed channels, increased coverage, longer battery life and superior audio performance.” said Mike Gray, North America LMR Sales Vice President.

As a founding member of the Digital Mobile Radio (DMR) Association, Vertex Standard is offering digital radio technology based on the DMR protocol, which is the most widely adopted digital two-way radio system actively used in over 100 countries. This protocol is the ETSI DMR Tier 2 open standard which assures long-term stability and provides end users with a choice of interchangeable digital equipment to maximize productivity and return on investment.

Mario Micheli, Chair of the DMR Association, said “The DMR Association is delighted that Vertex Standard will be launching a range of DMR products. Vertex Standard has been a strong supporter of the DMR since early discussions on development of the standard, and their announcement today is further validation of the strength of DMR in the digital radio market.”

The new digital radio series from Vertex Standard will emerge later in 2010 with a new portable, mobile and repeater for a complete DMR system. The radios will operate in analog or digital mode without future software upgrades required. This flexibility will enable users to evolve their two-way communications platform one radio at a time, one channel at a time or the entire system based on their functional and fiscal needs.

### **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. In 2005 Vertex Standard became a founding member of the DMR Association endorsing the open platform for digital two-way radio communications. For more information on any Vertex Standard product, please visit [www.vertexstandard.com](http://www.vertexstandard.com), or e-mail: [vertexstandard@vxstdusa.com](mailto:vertexstandard@vxstdusa.com).