

# Extending functionality and maximising benefit

Sepura is vastly experienced in digital radio communications and recognises that the radio is often only part of the solution – it is the accessories and applications that enable customers to improve their efficiency or to resolve their operational issues.

**Applications** – Not only does Sepura provide its own integrated dispatching solution, it also supports industry standard interfaces across its DMR family, making it straightforward for third-party developers to integrate their applications. The repeater supports the DMR Association AIS standard, allowing compatible telephone systems to place voice calls to DMR handsets, using a fully IP-based system. The terminals also support the standard Peripheral Equipment Interface (PEI) for connecting to dispatch consoles and other PC-based applications.

Sepura also uses the standard LIP protocol for positioning information, making it easy to migrate from other GPS dispatcher packages.

## The solid choice...

Sepura DMR offers:

- > An excellent family of robust, feature-rich, plug-and-play products
- > A long pedigree in digital communications
- > A global support and service network of approved partners
- > A wide and established range of accessories

**Accessories** – Sepura has an unrivalled accessories range which is focused both on helping users to operate safely and effectively and on improving efficiency. The core range of dedicated Sepura DMR accessories meets the vast majority of user requirements. However, this selection can also be supplemented from the broader Sepura accessories range for specialist requirements.

## Sepura DMR is the solid choice for your move to digital mobile radio



  
**radiocomms**  
Radiocomms System Ltd  
Unit 3, The Chase Centre, 8 Chase Road, Park Royal, London, NW10 6DU  
020 70 460 4600  
www.radiocomms.co.uk

**Sepura Plc**  
Radio House  
St Andrew's Road  
Cambridge  
CB4 1GR  
Tel: +44 (0)1223 876000  
Fax: +44 (0)1223 879000

**Sepura Deutschland GmbH**  
Parkring 31  
85748 Garching München  
Germany  
Tel: +49 89 6146 570-0  
Fax: +49 89 6146 570-77

**Sepura Systems GmbH**  
Geyschlägergasse 14/3  
A-1150 Vienna  
Austria  
Tel: +43 1 786 12 86-0  
Fax: +43 1 786 12 86-200

**Sepura Malaysia**  
L-3A-13  
No.2, Jalan Solaris  
Solaris, Mont Kiara  
50480, Kuala Lumpur  
Malaysia  
Tel: +60 3 62 11 42 00

For a full list of worldwide distributors, visit [sepura.com](http://sepura.com)

**sepura**

© Sepura plc. For more information visit [sepura.com](http://sepura.com) DN139 DMR Range October 2013



# SEPURA DMR

THE SOLID CHOICE FOR YOUR  
MOVE TO DIGITAL MOBILE RADIO



**DMR**  
DIGITAL MOBILE RADIO ASSOCIATION

@sepurapl   
youtube.com/sepurapl   
linkedin.com/company/sepura 

**DMR**  
DIGITAL MOBILE RADIO ASSOCIATION

**sepura**  
sepura.com

Going further in critical communications





Moving to digital radio communications brings many advantages – crystal-clear audio, greater coverage, more efficient use of spectrum, integrated data communications and longer battery life, amongst many others. Sepura’s family of “plug-and-play” Digital Mobile Radio (DMR) products brings professional and industrial users all these advantages and also offers the additional benefits of staying true to Sepura’s commitment, as a world leader in digital radio communications, to provide robust, feature-rich solutions, utilising open standards.

## Moving to Sepura DMR

In radio communications, digital technology offers a number of key advantages over existing analogue options and DMR is no exception. As an open standard, DMR offers **confidence in long-term supply, greater choice and more rapid product development.**

The key advantages that DMR offers users include:

- › Better audio quality
- › Better battery life
- › Better coverage
- › Increased capacity
- › Integrated data capability

Going further in critical communications

- Superior audio** – DMR provides considerably enhanced audio clarity, particularly when compared with legacy analogue systems. Improved noise rejection, followed by enhanced error correction, ensures that superb audio quality is achieved.
- Better coverage** – existing analogue users can often improve their radio coverage by switching to DMR.
- Longer battery life** – DMR uses Time Division Multiple Access (TDMA) technology, which effectively compresses the transmission into many small time slots. This means that the demands on the radio’s battery are reduced, and up to 40% longer battery life can be achieved (when compared with analogue), thus ensuring that it is able to cope with long shifts or extended use.
- Efficient use of radio spectrum** – DMR offers a doubling of the capacity of 12.5 KHz channels by enabling a single 12.5 KHz channel to support two simultaneous and independent calls (either voice or voice and data). With radio spectrum in limited supply, a technology which makes good use of this scarce resource will enable its usage to be maximised.
- Advanced data capabilities** – through its use of TDMA technology, the DMR standard not only specifies significant data capabilities, but also provides the capacity to run data applications by making efficient use of radio spectrum.
- Backwards compatibility** – as DMR utilises 12.5 KHz channels, it is fully backwards compatible with analogue systems, meaning that users can use their DMR radio to talk to both DMR and analogue users. This eases transition and also ensures communication with analogue systems operated by third parties, such as on-site contractors.

### The Sepura advantage

Sepura has a pedigree that can be traced back, through well-known names such as Phillips and Pye, over 100 years in radio communications, and has been a world leader in the digital sector for over 15 years. The company has already shipped over one million digital radios, has a global footprint and is the market leader in many countries around the world.

Built on providing robust, secure solutions for use in tough, harsh environments and **utilising open standards**, Sepura’s unique DMR product family remains true to these principles **and provides a total DMR solution.**

In addition to this key benefit, Sepura also offers:

- › Unrivalled audio expertise
- › Interchangeability with Sepura current / established accessories – which means that users have access to a wide, well thought-out accessories range
- › Access to a range of new and existing data applications via the industry-standard peripheral equipment data interface (PEI)
- › Sepura product quality and reliability
- › Support from a leading global supplier that is dedicated to open standards
- › Global reach through an extensive network of channel partners

## The Sepura DMR family

Covering both UHF and VHF frequency bands, Sepura offers a comprehensive DMR solution



Sepura’s DMR hand-portable radios offer outstanding levels of robustness and ruggedness, with their IP67 rating. Combined with 1W audio output and advanced functionality and quality, they meet the demands of users across a broad spectrum of businesses, local government and industries. To provide additional options, a non-keypad version is also available



Mobile radios – a sophisticated, fully-featured DMR mobile radio, which offers advanced functionality, flexibility and robustness. Primarily targeted at users in local government, industrial organisations and other commercial businesses who use their vehicle radios on a daily basis and need these features as standard.



Featuring up to 45W of power, ease of installation and an impressive array of features and functionality, the repeater is positioned to provide the cornerstone of Sepura DMR networks for users across a wide range of sectors, including manufacturing, local government, education, construction and hospitality .



As a key element of the Sepura DMR family of products, the Sepura SICs-LITE dispatcher is available in two different variants and provides organisations with a powerful and effective tool for managing and tracking their teams and vehicle fleets. Easy to install and operate, this powerful application package enables Sepura DMR users to monitor and control their hand-portable and mobile radio fleets via a single PC.

