CREATE A SAFE ENVIRONMENT FOR MORE PRODUCTIVE LEARNING

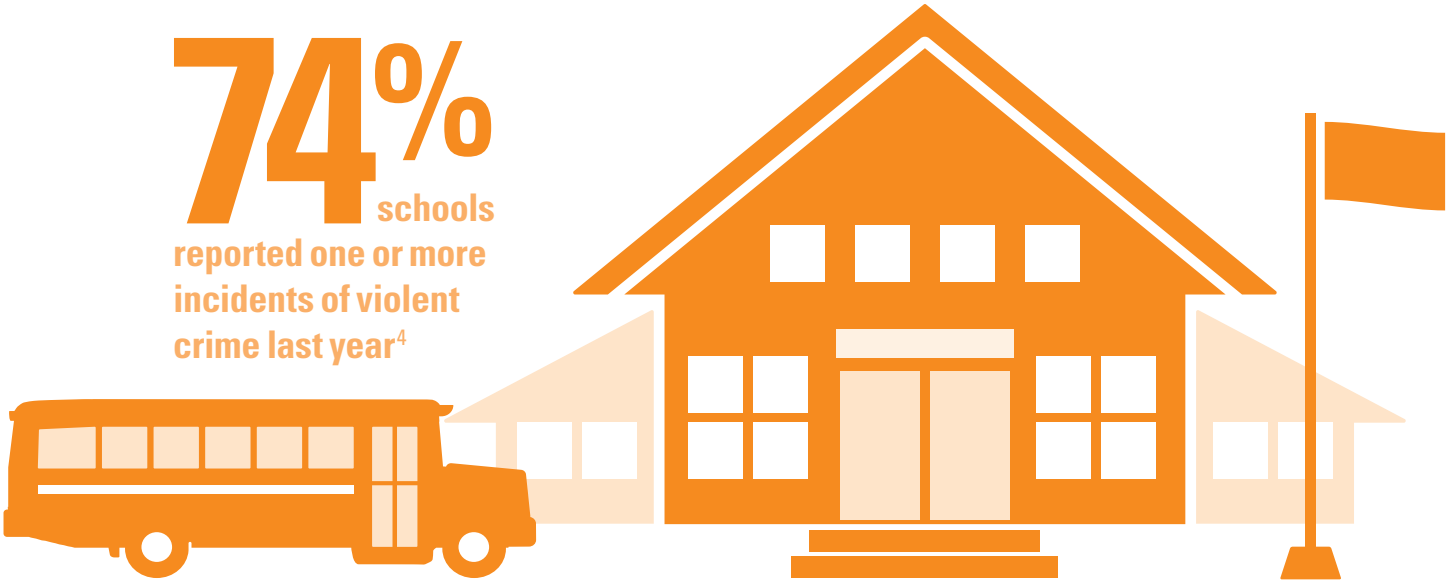
OUR INTEGRATED COMMUNICATION SOLUTIONS ENHANCE SCHOOL SAFETY AND IMPROVE EFFICIENCY

MORE THREATS, FEWER DOLLARS, GREATER NEED FOR SAFETY

From college campuses to K-12 classrooms, educators are looking for better communication solutions to help keep students and staff safe, especially as violence and crime in schools escalate.[1] Yet districts in at least 35 states received less funding per student for the 2013-14 school year than before the recession. Even in states where funding has increased, it is not enough to make up for cuts in past years.[2]

Despite limited resources and leaner budgets, administrators acknowledge that instant, reliable communications is one of their most urgent concerns. Almost 40 percent say they need an updated system for daily operations – particularly for emergencies.[3]

74% schools reported one or more incidents of violent crime last year[4]



99% say student and staff **safety and security** is their **#1 priority**[5]

64% staff communications are **"somewhat prepared"** for an emergency[6]

OVERCOME CHALLENGES BY IMPROVING SCHOOL COMMUNICATIONS

We know that your district is constantly being pressed to boost student safety and increase staff efficiency on an ever-shrinking budget. Our instant, reliable communication solutions excel at helping keep students and staff safer, tracking bus fleets accurately, and improving overall efficiency – with flexible options you can afford.

When you equip your staff and bus fleet with Motorola's digital communication solutions, they can connect directly to each other, wherever they travel, and connect directly to first responders instantly, should an emergency arise.

"A digital radio system is a one-time cost, not a recurring fee like cell phones. That was very important to our district. We don't need ongoing expenses to have district-wide communication."

Telecommunications Manager, Des Moines Public Schools, Iowa

COORDINATE AND COLLABORATE INSTANTLY

MOTOTRBO™ TWO-WAY RADIOS

MOTOTRBO two-way radios unify your staff and fleet with instant, always available communications, anywhere they go. When emergencies arise – from an injured student to an intruder on campus – our two-way radios connect staff directly and instantly to public safety agencies.

Choose the right device for the right user, such as the ultra-thin SL 7550 portable radio or the XPR 5500 mobile with integrated Bluetooth®. Wireless accessories let personnel interact freely, so bus drivers can keep their hands on the wheel and eyes on the road.

MOTOTRBO integrates voice and data seamlessly, with enhanced features that are easy to use – including integrated Bluetooth, GPS location tracking, text messaging and Intelligent Audio that automatically adjusts volume to the environment. Whether a custodian is in a boiler room or a coach is in a crowded gym, you can be sure they will hear and be heard clearly.

"When schools are making a sizeable investment, a marginal improvement may not justify the expense. The greatly extended coverage and significantly improved voice quality of the MOTOTRBO radios have undeniably proven that they were worth the investment."

Assistant Superintendent, Dallas County School District, Texas

COMMUNICATE DIRECTLY WITH FIRST RESPONDERS

SCHOOLSAFE™ NETWORK

The SchoolSAFE Network provides a direct line of communication between MOTOTRBO radios and public safety agencies' Project 25 (P25) radios. The 9-1-1 dispatchers control and monitor the flow of information by bridging the radio systems when a call comes in from a school.

Once the SchoolSAFE public safety bridge is activated, school personnel use their MOTOTRBO radios to talk directly with 9-1-1 dispatchers and first responders heading to the scene. Instead of information passing through multiple parties or being incomplete, everyone is on the same channel and can exchange information as an incident unfolds.

Sustainable training with real-life scenarios is integral to the SchoolSAFE program so schools learn how to act as incident command, operating their radios confidently, in order to effectively interoperate with public safety.

"Motorola radios with the SchoolSAFE Network improves our security and our ability to respond quickly to situations. Now we can communicate faster, effectively and directly to schools, buses and public safety. We know it will keep students and staff safer."

Superintendent, Chardon Local Schools, Ohio

CONNECT INSTANTLY TO PUBLIC SAFETY WITHOUT TALKING

APX™ O2 CONTROL HEAD

The APX Control Head can compliment any SchoolSAFE network or as a standalone device for an added level of safety. It is a mission critical, P25 mobile radio with a large orange emergency button designed specifically for school safety. With a touch of the button, school officials can instantly send an emergency alert to public safety without having to hold down the button to talk.

Once the emergency alert is activated, a hot microphone lets the public safety dispatcher hear background sounds and provide updates to first responders heading to the scene.

When you install an APX O2 Control Head, you leverage the investment your community has made in public safety infrastructure. The P25 system is reliable and redundant, built to withstand severe weather and many users at once. An instant connection in an emergency helps speed response and improve outcomes.

"A big concern was how to let the authorities know we need assistance immediately. It is very simple now to press a big orange button, and even if we can't tell them what is happening, they can hear us and will send help immediately."

Secretary, Chagrin Falls Middle School, Ohio

CONNECT TO STAFF, ON ANY DEVICE, ANYWHERE

WAVE™ WORK GROUP COMMUNICATIONS

Leverage the resources you already have to communicate with employees on their own devices. WAVE extends your radio's reach to those who may not carry radios. Now the principal at a convention or the administrator away from campus can talk on their smartphones with radio users at school.

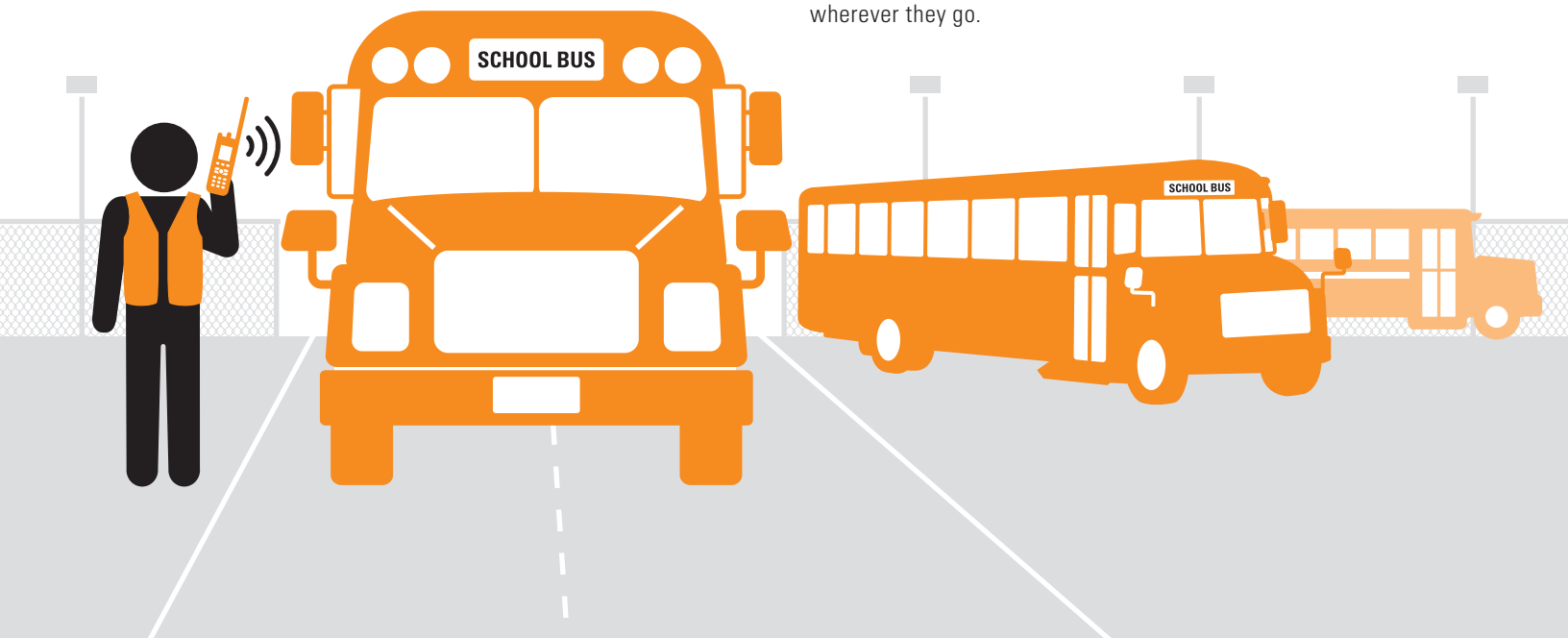
WAVE connects to virtually any device – smart phones, laptops, tablets, even intercoms and landlines – on any public or private mobile data network, including Wi-Fi. You get seamless and secure connectivity, affordable push-to-talk, and the freedom to keep service plans and devices.

MANAGE AND MONITOR BUSES WHEREVER THEY GO

GPS FLEET TRACKING

Need to contact a student on the bus, redirect a vehicle or make sure your fleet is adhering to its route? The integrated GPS on our radios helps you monitor their location and manage logistics. Now schools can track each vehicle to improve security, increase student safety and effectively respond to emergencies, weather events, traffic and more.

Features like "emergency call buttons" alert dispatch when drivers need assistance. Remote monitoring lets you listen in when a driver is unable to respond. Data applications inspect buses, check fuel usage, track upkeep and inform you if bus doors are left open or drivers are on duty. We designed our fleet management solutions to keep your drivers connected with schools efficiently and safely, wherever they go.



WHEN EDUCATORS TRUST MOTOROLA, THEY TRANSFORM SCHOOL SAFETY

From playgrounds to lecture halls, our technology solutions are enabling students to learn, grow and thrive in a safe environment.

They're decreasing the amount of time it takes to connect to first responders in case of an emergency. They're increasing visibility into the events taking place at school, in the community and around the world.

They're protecting youth from the bus stop to the classroom and back again. And giving parents more confidence than they've ever had before – that their child will be able to reach their full potential in a safer school.

SOURCES

1, 2, 3, 6. Motorola 2013 Nationwide Education Survey
4. Report: School Crime and Violence Rise, U.S. News and World Report, June 10, 2014
5. "Most States Funding Schools Less Than Before the Recession," Center on Budget and Policy Priorities, May 2014

To increase your school safety and efficiency,
visit www.motorolasolutions.com/education

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