

# Disaster-Proven Paging for Public Safety



For further information

**[www.swissphone.com/DiCal](http://www.swissphone.com/DiCal)**





## Digital alarms in the U.S.

### Market leader in Europe: successful launch of digital paging

Swissphone has successfully launched digital paging in Europe. In Germany alone, we have installed 150 digital alarm networks with a total of nearly 4,000 base stations for disaster-proven paging solutions for Public Safety. In total, there are over a million highly reliable Swissphone pagers in use, of which 400,000 digital devices are used in Germany. However, in Switzerland and in the rest of Europe, Swissphone has implemented respective alarm solutions with their proven pagers and innovative networks and thereby dominates the market in Europe.

A good twenty years ago, the replacement of analog alarms by digital ones began in Europe. Today, for example, in Germany 40%

of alarm systems in use are analog while 60% are digital. The trend is clearly moving towards digital paging. The reasons are many: digital paging systems are faster and cheaper to maintain than analog systems. Digital paging also has the advantage that it is carried out separately from voice radio and therefore, does not cause interruptions. Sending alerts to different groups is possible as well as the encryption of messages.

The digital paging solutions from Swissphone are characterized by their speed, reliability and high availability. We offer paging network infrastructure, solutions for resource management as well as a range of robust and proven pagers.



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## Rheinland-Pfalz (Germany) counts on us

### Swissphone wins the largest project in its history

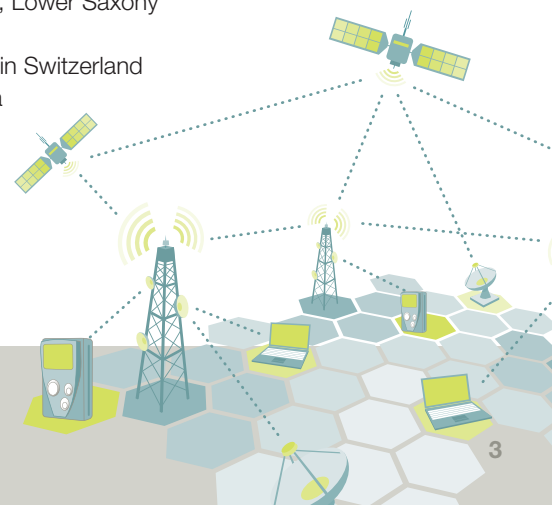
In 2013 the Interior Ministry of the state Rheinland-Pfalz in Germany issued Swissphone the contract for comprehensive digital paging for protection against fire and catastrophes as well as for emergency medical services.

The contract was preceded by an EU-wide process with a call for competition, which was launched in September 2011. Five companies were finally given permission to file a tender in March of 2012. Swissphone emerged as the most cost-effective provider and was awarded the bid in the fall of 2013.

The state of Rheinland-Pfalz has an area of 8,000 square miles and a population of nearly four million inhabitants. The project includes the production of 35,000 digital pagers and 2,500 siren receivers as well as the installation of a multi-primary paging-network for six counties with 350 base stations. We will build up the radio network divided into eight regions for digital paging in the next four years. The network will be put into operation on a region-per-region basis. In addition to the eight regional and integrated control centers, the over 260 dispatch centers in the country should be able to feed alarms into the network. The multi-frequency technique is a special feature: The eight regions can send individual alerts and also receive them in their entirety. In addition, the network is encrypted to prevent sabotage and misuse of data. After equipping all regions, the state of Rheinland-Pfalz will handle the alerting of emergency services by transmitting alphanumeric messages through a modern, highly available and digital POCSAG paging-network, which will be independent of third-party networks.

#### References of DiCal® system projects in Europe

- » Administrative area of Bautzen, Saxony
- » City of Bonn, North Rhine-Westphalia
- » City of Dessau, Saxony-Anhalt
- » City of Göttingen, Lower Saxony
- » City of Halle, Saalekreis, administrative area of Merseburg-Querfurt, Saxony-Anhalt
- » Harzkreis, Saxony-Anhalt
- » Region of Lausitz, Saxony
- » Administrative area of Lippe, North Rhine-Westphalia
- » Administrative area of Mansfeld-Südharz, Sachsen-Anhalt
- » Administrative area of Pinneberg for the region of Steinburg/Dithmarschen/Pinneberg
- » Administrative area of Schaumburg, Lower Saxony
- » Administrative area of Siegen-Wittgenstein, North Rhine-Westphalia
- » Administrative area of Vogtland, Saxony
- » City of Wilhelmshafen, Lower Saxony
- » South Tyrol, Italy
- » Telepage, nationwide in Switzerland
- » Lower Austria, Austria







## Digital paging in the U.S.:

### Swissphone brings a wealth of experience

Swissphone will gain a foothold in new markets with its proven products, whether they be pagers, paging-networks or software solutions for resource management of emergency services. Founded in 1969, the Swiss company has been standing out in Europe in the paging sector for over forty years with its reliable strength in innovation, its high quality standards as well as with its modern, dependable and secure technical solutions. In 2014, Swissphone will continue to expand and intensify its business primarily in the United States.

The replacement of analog communication and alarm systems with digital systems has also begun in the U.S. Maintaining a digital voice radio system in addition to an analog paging solution is hardly economical. This is apart from the fact that digital alerting offers many more advantages: it's faster, more flexible and more secure. Swissphone has a wealth of experience in replacing analog systems and in the development of digital solutions.

The Board of Directors of Swissphone sees a huge market potential for their solutions in the U.S. and has accordingly instructed the Chief Marketing Officer of the Group to further expand its U.S. business. The 41-year-old Marco A. Stadler has been the Chief Marketing Officer of the Swissphone Group since 2011. He has also held the post of Deputy Chief Executive Officer. Starting in April 2014, as Managing Director for Swissphone North America, he will be responsible for the development of the Swissphone office in Windsor (CO). Born in Switzerland, he holds an EMBA in international management as well as a Swiss master in electrical engineering. He has had sound technical and economic training and among others, was Director of Sales and Presales at Ascom (Switzerland) AG for Switzerland and Germany and worked at IBM Switzerland in Zurich before his involvement with Swissphone.

USA | 01.2014 | V1.0 | CHS

Information is provided subject to technical modifications, errors and typing errors.

## About Swissphone:

paggers, networks and resource management from a single source

The Swissphone Group is the leading, internationally-operating supplier, that designs and produces secure and reliable paging solutions and resource management systems for public safety organizations (emergency services). Our systems comply with international standards. The family business founded in 1969 with headquarters and production facility in Samstagern Switzerland, employs 300 employees. In Europe, Swissphone is a market leader in the field of alerting emergency services. Since 2009, the company has had a subsidiary in the USA: the headquarters of Swissphone LLC is in Windsor (CO).