



BE HEARD.

INTRODUCING THE MOTOTRBO R7 TWO-WAY RADIO



TABLE OF CONTENTS

INTRODUCTION: THE VALUE OF BEING HEARD	3
BE HEARD WITH MOTOTRBO R7	4
MANUFACTURING	5
TRANSPORTATION AND LOGISTICS	6
MINING	7
CONSTRUCTION AND INFRASTRUCTURE	8
OIL AND GAS	9
BRING MOTOTRBO R7 TO YOUR FACILITY	10



THE VALUE OF BEING HEARD

In 2021, we set out to understand how workers across multiple industries communicate and what challenges are keeping them from improving operational efficiency, safety and collaboration. During the survey process, we heard from over 3,000 individuals. These invaluable responses came from high school principals, plant managers, hospital staff, security personnel, warehouse workers and many more who rely on clear communications to get the job done.

According to the 2021 Motorola Solutions Commercial Markets Survey, audio quality ranks within the top three communication challenges for organizations across the commercial landscape.¹ With audio performance shown to boost productivity and performance and increase concentration and safety, ensuring your team can be heard loud and clear is crucial for any organization.²

The following pages illustrate the communications challenges that workers in specific environments face on a daily basis and an all new two-way radio that is built to help teams hear and be heard.

¹ 2021 Motorola Solutions Commercial Markets Survey

² <https://www.technologyrecord.com/Article/what-are-the-effects-of-bad-audio-in-the-workplace-116977>

TOP 3 COMMUNICATIONS CHALLENGES

2021 Motorola Solutions Commercial
Markets Survey



1. AUDIO QUALITY



2. COVERAGE



3. DEVICE DURABILITY

BE HEARD WITH THE NEXT MOTOTRBO TWO-WAY RADIO: MOTOTRBO R7

Your business relies on communications. MOTOTRBO R7 is a digital portable two-way radio that offers game-changing audio capabilities in a rugged, future-ready device.

LOUD AND CLEAR

MOTOTRBO R7 excels where audio communications can be challenging — providing next-level noise cancellation, loudness, and clarity — so your team can hear and be heard anywhere you operate — even in the noisiest environments. MOTOTRBO R7 lets your team hear and be heard the first time — when it matters most, and delivers unprecedented loudness, so your team can hear in any situation.

CONNECTED WHEN IT COUNTS

MOTOTRBO systems combine superior signal strength with the flexibility to customize site coverage, a predictable cost structure built around your needs, the control to decide which features and which devices go on your network, capacity for as many devices as your team needs, and the capabilities to ensure that your team is only a button's push away.

BUILT TO OUTPERFORM

MOTOTRBO R7 is tested to meet military standards, and built to outperform whatever is thrown its way. R7 is intrinsically safe, so you can use it in hazardous environments without the risk of ignition or fire. IP68 and IP66 ratings mean that it's completely dust-tight and protected from water immersion of up to 2 meters for 2 hours, as well as direct impact from highly pressurized water streams. Even the screen is ruggedized for impact resilience and can withstand multiple drops onto concrete.

And R7's housing material was specially designed for the medical industry to resist disinfectants and decontamination substances.*

*Please refer to the MOTOTRBO R7 user manual for a list of approved disinfectants and decontamination substances.

MOTOTRBO
R7





MANUFACTURING

Manufacturing facilities produce enormous amounts of noise. From heavy machinery to continuously operating equipment, workers are constantly surrounded by industrial din. Communicating in this unique work environment can be a challenge due to the large number of competing sounds. Your team needs to be able to cut through the clamor to share and receive information on the line.

With MOTOTRBO R7, noise cancellation and feedback suppression cuts through the deafening noise of heavy machinery and removes potential interference from nearby radios. The result is clear communications – anytime and anywhere. When crystal clear communications are integrated with video and analytics in our Safety Reimagined ecosystem, operational efficiency is maximized across all functional areas of your plant – creating better and safer outcomes.

“MANUFACTURING WORKERS CITED DEVICE DURABILITY AND AUDIO QUALITY AS THE TOP TWO COMMUNICATIONS CHALLENGES.”

2021 MOTOROLA SOLUTIONS MANUFACTURING SURVEY

TRANSPORTATION AND LOGISTICS

A boom in e-commerce has resulted in skyrocketing activity levels at warehouses across the country. Keeping the line running smoothly requires quick and efficient communications. But being heard in the loud and bustling warehouse environment can be challenging. MOTOTRBO R7 provides the noise cancellation your team needs to be able to be heard above all else.

With demand at an all-time high, efficiency and productivity is critical to ensuring customer satisfaction and business success. Being heard loud and clear the first time ensures the line stays moving and isn't slowed down by potential communication troubles. Harnessing the power of our Safety Reimagined ecosystem, you can maximize your communication investment with critical alerts from your video and access control systems – keeping your team aware and informed at all times.

“32% OF TRANSPORTATION AND LOGISTICS COMPANIES REPORT DEVICE AUDIO QUALITY AS THEIR TOP COMMUNICATIONS CHALLENGE.”

2021 MOTOROLA SOLUTIONS TRANSPORTATION SURVEY



MINING

Safety and effective communication are utterly important in the mining industry, from underground mines to administrative offices. Making sure operations run safely and efficiently requires clear and unbroken communication, without the noise of equipment, people or traditional operations disrupting the communication your workforce needs.

With MOTOTRBO R7, your team can hear beyond any noise with state-of-the-art technology and noise-canceling capabilities.

Its speakers guarantee clear and loud audio in even the noisiest environments. Its integration with our Safety Reimagined ecosystem maximizes your technology investments. Customize your information exchange with communication categories that will allow you to connect instantly with your personnel depending on the required level of response in any given situation.

You can easily send critical alerts to all the personnel, not only the security team, during an emergency. Everything is brought together to keep your team connected.

CONSTRUCTION AND INFRASTRUCTURE

Building sites teem with activity. Coordination and communication are crucial to make sure the workday progresses uneventfully and efficiently. And, in an emergency, whether due to an accident, an active attacker or a weather event, you need to be able to communicate with your team loud and clear. However, the loud noise of the drills and the general circulation of a building site can make communication difficult.

MOTOTRBO R7 provides the audio capabilities your team needs to communicate in every situation. With noise-canceling features, the sharp and clear audio ensures the messages get through clearly and safely amidst the bustle of a construction site. Backed up by the power of our Safety Reimagined ecosystem, which brings communications to the next level with intelligent audio that guarantees your team will always communicate efficiently.





OIL AND GAS

The oil and gas industry does not have just one unique set of needs; rather, each operating area has different expectations when it comes to a communications solution.

Safety is always the main priority, followed closely by a concern for the environment. Effective communication during an emergency evacuation or simply during a normal day of work requires the best equipment to be able to hear in noisy oil fields.

During a noisy and critical incident, your team must be able to hear clearly. MOTOTRBO R7 has noise-canceling features and customizable coverage to guarantee team members can communicate and be heard clearly wherever they are, which allows them to be safe in any scenario quickly. Integrated with video security and access control in our Safety Reimagined ecosystem, detection and response times are reduced, which increases workers' safety.

BRING MOTOTRBO R7 TO YOUR FACILITY

Motorola Solutions and our extensive network of partners are here to help. Get started by reaching out to our team at Motorola Solutions. Our team of experts will work with you to understand the unique needs of your business and help you uncover the best options to maximize your technology investment. Also, we'll walk you through all the new features you'll get with this new device and show you how MOTOTRBO R7 is built so you can hear and be heard.



Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. [motorolasolutions.com](https://www.motorolasolutions.com)

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2022 Motorola Solutions, Inc. All rights reserved. 01-2022 [BB01]