



NO MORE BLACKSPOTS: RELIABLE COMMUNICATIONS TO IMPROVE PRODUCTIVITY, EFFICIENCY AND SAFETY

ABOUT MERLIN ENTERTAINMENTS

Merlin Entertainments are a global leader in managing and operating family entertainment attractions. They operate more than 130 attractions in 25 countries around the world from shorter dwell-time attractions such as SEA LIFE, Madame Tussauds, and the London Eye, to iconic theme park resorts like LEGOLAND, Gardaland Resort, and Alton Towers Resort.

As part of their Midway Attractions division, they operate the Sydney SEA LIFE Aquarium, Madame Tussauds, and Sydney Wildlife complex at Darling Harbour - a favourite harbourside destination for tourists and locals alike, all under one central precinct.

THE CHALLENGE

Merlin Entertainment had struggled with their legacy analogue on site two-way radio communications for several years. Coverage was limited across the complex due to many 'blackspots' where no/limited communication was possible and audio quality in many areas was poor, resulting in delays and missed communication.

For the Merlin team, it is critical to operations that staff communicate effectively and efficiently from back of house operations, to front of house displays and attractions. This communication is vital due to the layout of the complex, the number of attractions, and the role the team have in tending to both their large sea and wildlife population across the precinct.



THE SOLUTION: MOTOTRBO

Following careful consideration, several discussions with the Merlin team, and a site survey of the buildings, some initial testing was undertaken by TR Hirecom. Additionally, TR Hirecom provided several Motorola MOTOTRBO digital radios for a short trial period to the Merlin team, familiarising them with the advantages that digital provide over analogue communications. This was well received by the Merlin team, who fully supported the change in technology and associated benefits.

TR Hirecom explained the advantages a Managed Service would provide to Merlin, allowing them to focus on operating their facility, with TR Hirecom managing their communications by providing a robust Motorola MOTOTRBO best in class digital radio system with ongoing service and support.

The single site system design includes two Motorola MOTOTRBO digital repeaters operating in Capacity Plus mode with a distributed antenna system allowing for four simultaneous conversations at any one point in time. The leadership team selected the DP4601e series radios, which features a large colour 4-line display with a flexible menu driven interface. The other team members use the compact and user-friendly DP2600e series radio with two-line display.

With the introduction of the new Motorola MOTOTRBO radios, it has added significantly to the operational efficiencies and productivity of the Merlin team allowing them to clearly communicate with one another. Areas where previously coverage was limited or poor, this has been alleviated with the new digital radio system.

The radios are user-friendly, and all fitted with Motorola Impres™ low voltage lithium-Ion batteries, allowing extended battery life between charges. As many of the team are talking with visitors at the complex, the Merlin team need to be able to communicate discreetly amongst themselves.

To cater for this, the team use the Motorola two-wire surveillance kits with clear acoustic tubes and replaceable ear tips for hygiene control. For the team working back of house, remote speaker mics are the audio accessory of choice.





The Motorola MOTOTRBO radios have been programmed with an 'All Broadcast' function which, in case of an incident, allows any one of the leadership team to broadcast a message which goes out to all radio users, irrespective of the talk-group they are communicating on, advising them of the occurrence. This function is treated by Merlin as an important part of their site safety operating procedure.

Some of the features provided under the managed service include ongoing service and technical support online, a 24/48-hour exchange program on subscriber radios, predetermined preventative maintenance inspections, and the ability to add or upgrade at any stage throughout the arrangement.

“We are really pleased to have made the decision to upgrade our radio system to the Motorola MOTOTRBO digital platform. Since TR Hirecom installed the system, it has operated without missing a heartbeat. Our team are really pleased we made the change which has significantly assisted in improving communications and safety across the complex and continues to support us in providing our customers with the best possible experience when visiting our amazing family attractions.”

Naomi Manson
Head of Commercial | Sydney Cluster



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