



- Owners
- Managers
- Buyers
- Cashiers
- Salespeople
- Floor clerks
- Stock clerks
- Office Staff
- Security Guards
- Customer Service



## DTR Series™

Convenient, economical and easy to use.

Improving efficiency and productivity – from department stores to large, warehouses and chains, it's why more retailers use Motorola business two-way radios. They're convenient, economical and the key to ensuring a streamlined processes and enhanced customer satisfaction in retail establishments.

**Instant communication in Retail means:**

- Improved employee efficiency and operations
- Deploying workers where needed
- Improved shopping environment
- Increased customer service and satisfaction
- Eliminating overhead paging
- Quick coordination and response to emergencies
- Improved response time
- Faster stock and price checks
- Enhanced safety and security
- Reduced monthly operating costs

- NO CONTRACTS
- NO MONTHLY FEES
- NO PER-CALL CHARGES
- NO INFRASTRUCTURE REQUIRED



<b>Retail Challenges</b>	<b>Two-way Radio Solutions</b>
The need for faster, more responsive service.	Quickly contact clerks for price checks, or in-stock items.
Pressure to reduce costs.	Productive clerks can respond to customer needs faster. Accelerates restocking and merchandise flow.
Mobile workforce. Getting more done with less.	Employees and managers can stay connected even in different parts of the building.
Ensuring safety and security.	Mobilize security quickly to respond to accidents, or thefts.
Customers want a pleasant shopping experience.	Eliminate the noise and distraction of paging systems.
Establishment must be clean and well organized.	Call for immediate help with clean-ups and re-stocking.

**Digital One-to-One Calling**

Allows you to call and talk privately with a specific user's radio. And the recipient's unit displays the caller's ID.

**Digital One-to-Many Public Group Calling**

Other DTR410 radios on the same group ID and channel hear communications – similar to analog radio operation.

**Enhanced Coverage**

Coverage extended buy 20%\* – up to 300,000 sq. ft. or 25 floors. Audio stays clear everywhere you have coverage.

**Enhanced Battery Life**

Up to 45% longer operation on a single charge\*

**Accessories**

Motorola offers a full complement of accessories for customizing radios to suit user needs.

**A Motorola business two-way radio can pay for itself in less than 2 months.**

*If each employee saves 5 minutes per hour, watch your savings multiply...*

<b>Hourly rate including benefits</b>	<b>Each radio pays for itself in...</b>	<b>Annual savings for a staff of 10</b>
<b>\$8 per hour</b>	<b>35 days</b>	<b>\$14,000</b>
<b>\$12 per hour</b>	<b>24 days</b>	<b>\$21,000</b>

Based on calculations using MSRP of \$189 for a two-way radio and on the hypothetical hourly wages of a retail employee.

**For more information, contact us today.**



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**MOTOROLA MEANS BUSINESS**

With 75 years of innovation and engineering expertise, it's no wonder that Motorola is a world leader in providing small business on-site, two-way radio communication solutions.

\*Coverage varies based on terrain and conditions. All comparison claims made against Motorola CP100/XU2600 analog radio models. High capacity battery used.

