



*Televate Presents 'Project 25
Competition & Trends' at
APCO International's
2009 Winter Summit*

McLean, VA - March 31, 2009 - Joe Ross, senior partner, Televate, LLC presented an in-depth look into Project 25 competition and trends at APCO's Winter Summit Conference in Orlando, FL in February 2009. This presentation focused primarily on the impact of vendor competition on public safety communications budgets and the lessons-learned from previous P25 procurements researched from markets around the country.

Public safety organizations increasingly depend upon their communications and wireless devices and continue to invest in P25 compliant systems to provide improved, interoperable communications that also meet FCC requirements on narrowband spectrum efficiency. With unknown budget predictions, Mr. Ross encouraged public safety officials to carefully consider the P25 system features and options available in the marketplace today and to pursue a competitive course of action as P25 system vendors find themselves in a more competitive environment, setting the stage for a buyer's market.

According to Mr. Ross, the North American radio system marketplace has seen both an increase in vendor competition among subscriber devices as well as limited competition in the trunked systems marketplace. Many more subscriber equipment vendors have entered the scene in the last five years presenting end-users with additional equipment features and options at highly discounted rates. High-end subscriber radio prices are now typically 30% less than their average selling price in 2003 and discounts are as high as 60% on some models. As vendors vie for market-share with product differentiation tactics, buyers are in a better position to press manufacturers to deliver advanced offerings like Over-the-Air-Programming (OTAP), GPS and multi-band radios as well as system improvements such as TDMA and geographic redundancy at aggressive prices.

However, despite the proliferation of subscriber and base station providers, only four out of a dozen vendors offer P25-compliant trunked systems, limiting the number of viable vendors supporting trunked radio network configurations. Although, where trunked vendor pricing remains comparable, buyers are finding an increase in supported capabilities for the same price.

Federal grant funding for public safety communications systems and FCC narrowbanding requirements may necessitate P25 systems in the near future. As capital and grant funds become more scarce, the need to stretch every dollar in today's economy drives organizations to focus on methods to reduce overall procurement costs and lower their total cost of ownership. In his presentation, Mr. Ross introduced several important lessons-learned from recent P25 procurements, including recommendations for organizations to consider competing their procurements to provoke significant price reductions, and/or to consider regional and statewide P25 system build-out to achieve additional savings.

"There's ample evidence of a competitive P25 marketplace," explained Mr. Ross, "As more organizations become aware of the options available and consider multiple sources, the marketplace will become even more competitive, driving prices lower and creating demand for more features and capabilities industry-wide. This is an empowering time for the Land Mobile Radio customer."

To view Ross' presentation, [click here](#).

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About Televate LLC

Televate LLC is a leading provider of innovative public safety communications and information technology (IT) solutions and programs supporting local, state and federal government initiatives. Headquartered in McLean, VA, Televate pioneers comprehensive system engineering and program management for interoperable Land Mobile Radio systems, 800 MHz rebanding, broadband wireless data networks, as well as mobile and fixed data application deployments.

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