



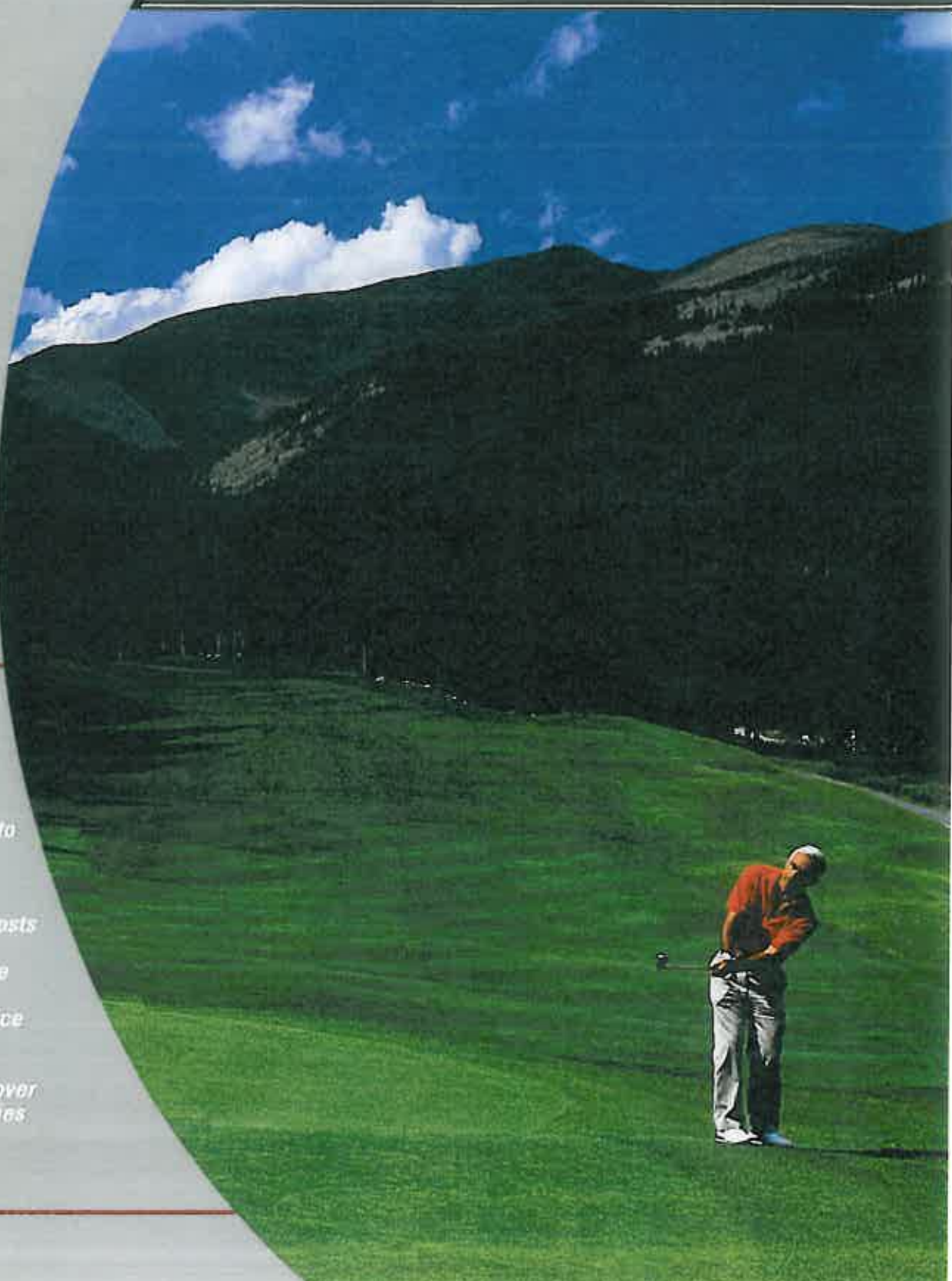
**MOTOROLA**  
intelligence everywhere™

*Motorola Business Two-Way Radios for*  
**GOLF COURSES**  
Improving Efficiency and Convenience



**BUSINESS BENEFITS**

- *Enhance safety and security*
- *Empower employees to accomplish more in less time*
- *Reduce operational costs*
- *Improve response time*
- *Increase overall service and satisfaction*
- *Save money monthly over alternative technologies*





# ENHANCING YOUR COMPANY'S EFFICIENCY AND CUSTOMER SERVICE

Providing players with an enjoyable experience is priority one when it comes to managing golf courses, and the key to customer satisfaction is enhancing efficiency with business two-way radios from Motorola.

Offered in a range of options, Motorola business two-way radios keep course and

clubhouse managers, groundskeepers maintenance personnel, and staff connected ... and players coming back. Efficiency and convenience are enhanced with 1-to-1, group, or external communications at the touch of a button. Motorola stands for 75 years of innovation and quality-good reasons why golf course companies choose Motorola business two-way radios.



## THE GOLF CLUB BUSINESS PROVIDES MANY CHALLENGES

Thinning margins, rising costs and competition.

Difficulty attracting and retaining enough players to cover expenses

Safety and security concerns, dangers of lightning, flying balls, health issues.

Need to respond to player requests and course maintenance issues quickly.

Technology plays a major role in golf course management.

## MOTOROLA BUSINESS TWO-WAY RADIOS PROVIDE THE SOLUTIONS

Business two-way radios are affordable and easy to use and have no per-call charges.

Employees can respond to customer needs faster for a more enjoyable customer experience

First aid and security personnel can respond to emergencies in less time.

Course managers, maintenance technicians, grounds keepers, beverage cart operators, and security personnel stay connected to respond quickly to issues and requests

Players at the practice range or on the course can instantly communicate with the clubhouse. Maintenance personnel can respond instantly to operational issues.

*\* First Research Industry Profiles, 2004*

### Recommended for:

- Owners
- Security staff
- Grounds keepers
- Wait staff
- Irrigation specialists
- Course/club managers
- Caddies
- Teaching professionals
- Golf cart rental operators
- Pro shop staff
- Restaurant managers
- Beverage cart operators
- Course maintenance staff
- Equipment maintenance staff
- Food and beverage managers
- Custodians
- Starters
- Rangers

## KEEP YOUR STAFF CONNECTED AND YOUR CUSTOMERS SATISFIED. EVERYONE BENEFITS FROM MOTOROLA BUSINESS TWO-WAY RADIOS.

### 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 ...

Hourly rate including benefits	Each radio pays for itself in ...	Annual savings for a 10-person staff
\$8 per hour	59 days	\$14,000
\$12 per hour	40 days	\$21,000
\$24 per hour	20 days	\$42,000

*\* Based on calculations using MSRP of \$319 for the XU2100 radio and on the hypothetical hourly wages of a golf course employee*

## NO CONTRACTS, NO MONTHLY FEES, NO PER-CALL CHARGES.



## **MOTOROLA BUSINESS TWO-WAY RADIOS. DESIGNED FOR TODAY'S GOLF COURSE INDUSTRY.**



**XTN Series  
Business Two-Way Radio**

### **Lightweight Durability**

Weighing just ounces, Motorola business two-way radios are designed to be lightweight and comfortable for personnel to wear. The Motorola XTN and AX Series meet military specifications for high resistance to dust, moisture, shock, and vibration.

### **Business-Exclusive Frequencies**

Motorola business two-way radios operate on business-exclusive frequencies so that golf course managers and staff can rely on a clear signal without interference (FCC license is required for use). The XTN Series offers 27 VHF and 56 UHF frequencies with 121 codes including 83 digital private line codes.

### **Advanced Voice Activation (VOX)**

Employees like teaching pros, wait staff, maintenance technicians, groundskeepers, and security personnel will enjoy the convenience of hands-free operation when used with optional accessories.

### **Long Lasting Battery Life**

A rechargeable battery provides more than enough use for a standard work shift. The XTN Series also features a battery gauge for monitoring battery life.

### **Convenient Charging**

Easy-to-use, drop-in chargers (single- or multi-unit chargers) keep radios charged, ready, and centrally located.

### **Keypad Lock**

Helps prevent settings from being accidentally changed, minimizing downtime.

### **Call Tones/VibraCall Alert**

Call tones alert users to incoming transmissions to get their attention fast. In noisy work environments, the VibraCall® Alert feature is the perfect way to signal users with a vibration.

## **A RANGE OF CHOICES FOR THE GOLF COURSE BUSINESS.**

### **XTN Series Business Two-Way Radios**

Available with 1 or 6 channels, 1 or 2 watts, yellow or black finishes, and VHF or UHF frequencies. The XTN Series™ includes powerful business two-way radios that help keep operations on schedule, enhancing staff productivity and job efficiency.

### **AX Series Business Two-Way Radios**

An ideal choice when distance and signal obstruction are barriers to communication. The heavy-duty AX Series™ offers excellent audio clarity and is compatible with repeaters to provide wide area coverage. Models offered with UHF or VHF frequencies and 4 or 5 watts. Available pre-programmed with 10 channel frequencies or your dealer can program hundreds of other frequencies and codes for additional security needs. All feature a 7.2 volt NiMH rechargeable battery with up to 11 hours of charge life.

### **CLS Series Business Two-Way Radios**

Lightweight, easy-to-use, and affordable, CLS Series™ business two-way radios and hands-free headsets provide a discreet, simple, and reliable communications solution. CLS Series business two-way radios are designed to enhance efficiency and customer service at the touch of a button. Instant access enables employees to respond quickly to customer requests. Offered with 1 watt, 1 or 4 channels, and 56 UHF business-exclusive frequencies.

The CLS1450c™ combines a business two-way radio with 2.4 GHz digital cordless phone capability for enhanced communication flexibility. The CLS1450c is ideal for key personnel like course or clubhouse managers, first aid, and security personnel who need to make external calls when seconds count or as part of their daily operations.

### **MOC4600i Motorola Wireless Message Alert Device**

The MOC4600i™ Motorola Wireless Message Alert Device provides an ideal way to improve communication. With the MOC4600i, staff and players simply press a button for assistance. Your two-way radio-equipped personnel are immediately notified with a customizable voice message. The MOC4600i keeps everyone in instant contact to enhance efficiency and make better use of your resources. It's like having another employee—without the added expense.





**MOTOROLA**  
intelligence everywhere™

**CUSTOMIZE YOUR MOTOROLA BUSINESS TWO-WAY RADIOS  
WITH ACCESSORIES THAT IMPROVE EFFICIENCY AND  
CUSTOMER SATISFACTION.**

**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. In fact, Motorola recently received the Malcolm Baldrige Award for Quality.

**MALCOLM  
BALDRIDGE  
AWARD  
FOR QUALITY**



Motorola's Commercial, Government, and Industrial Solutions Sector (CGISS) is a recipient of the prestigious 2002 Malcolm Baldrige National Quality Award. In recognition of its commitment to performance excellence and quality achievement.

Motorola business two-way radios can be customized to the exact needs of a specific work environment or job responsibility with specialized accessories like:

**Headset with swivel boom microphone  
Part #53865**



Convenient, hands-free use and clear reception in noisy work areas for non-stop productivity.

**Remote speaker microphone  
Part #53862**



Clips easily to collar or shirt, allowing listening without reaching for the radio, and hands-free productivity.

**Lightweight headset with boom microphone  
Part #53815**



Ideal for fast-paced work environments, enables discreet, hands-free operation.

**XTN Series multi-unit charger  
Part #53879**



Multi-unit chargers make it easy to copy setting from one radio to a fleet and charge up to 6 radios at once.

**Earbud with clip push-to-talk microphone  
Part #53866**



For convenience and uninterrupted productivity, staff can communicate without removing radios belt clips.

**Replacement holster with 3" swivel belt clip  
Part #53821**



Heavy-duty for extra durability, clips radio right to the belt for convenient portability.