

CONNECTIONS

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The Voice and Data Solution for Public Safety Agencies



As public safety officials, having reliable communication is critical. Everyone depends on their response, from protecting the citizens of the community to responding quickly to accidents or emergencies to sharing real-time information as it happens with officers in the field and on the scene.

“For our public safety customers, finding a two-way radio system

that meets all of these requirements and performs under the harshest of conditions time and time again is only half of it,” says Joe Durham, Electronic Engineering Branch Manager in Sioux City. “They are also looking for a system that is expandable and upgradable to meet their future needs as well.”

That solution just got easier with the arrival of the next generation of Motorola digital two-way radio systems. They are changing the way emergency responders communicate by creating a private Wide-Area Digital Simulcast Trunked Radio System.

This system is called a Motorola 7.X system and consists of: at least one Master Site, a Simulcast Prime Site, Astro 25 Repeater Sites and/or IP Simulcast Remote Sites, Dispatch Console Sites, and Subscriber Radios. When combined, they work together to allow all sites the ability to transmit repeat audio at the same time when using a channel.

STARCOMM, a multi-site regional system in Sioux City, covers communities in Iowa, South Dakota, and Nebraska, had a digitized system operating already, but recently upgraded to the state of the art “7.X” system - under the direction of Motorola, the installation was handled by Electronic Engineering, and now provides even a higher level of enhanced features. The system also connects Woodbury County to surrounding counties and state public safety agencies.

The power of this unique combination of two-way radio equipment creates a digital platform with unparalleled flexibility.

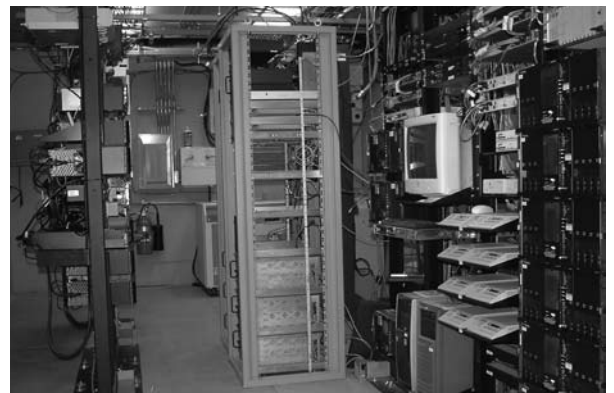
Some of the key features/options are:

- **Wide coverage area and enhanced interoperability:** Giving

users seamless communications with other agencies and jurisdictions. That way each agency can improve interoperability yet manage and maintain control over their resources.

- **Accessibility in challenging environments:** The system can be designed with simulcast sites to minimize interference caused by buildings or trees, helping to ensure all communication gets through.
- **Personnel Outdoor Location Tracking:** Enabled by GPS technology, the location of remote personnel.
- **Text Messaging Service:** Dispatch and mobile users can easily send and receive text messages.
- **System management:** This system is built in a way that allows a public safety agency to remotely manage the health of the system.

Take advantage of Motorola’s know-how and Electronic Engineering’s years of experience today. Contact your nearest Electronic Engineering location and find out how a complete digital Two-way radio system could transform the way you work. Today, and for years to come.



Product Spotlight

Stay Safe – Use Hands Free Headsets

Bluetooth headsets pair easily with Bluetooth enabled cellular handsets to provide effortless hands free mobile communication. Stop by any EE location to see our wide



selection of stylish and affordable hands free devices.

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OMG! – I’ve Lost All My Contacts Again!

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Paging Helps Lower Summer Energy Costs

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Employee Profile

A Letter From The President



Are we having fun yet? Many of us seem to ask ourselves that question lately. The economy is stagnant, unemployment continues to rise. I don't find very many people who are pleased with the current situation. I know I would be much happier if the economy was even "a little more robust". The stimulus programs look like they are getting some traction, but then the analysis and predictions of huge new debts

are stalling other segments.

I thought about the current situation, and looked back on how things have progressed (or deteriorated) from last year. While I think the economy is worse this year, last year Cedar Rapids was under water, a levee had broken apart in Des Moines, numerous rivers were out of their banks, and the Interstate even had closures as water was over the road in some areas. Tornados had recently hit the town of Parkersburg and the Boy Scout camp in western Iowa. These events were quickly followed-up with gas prices, as they rose to over \$4.00 per gallon.

This year we have had fewer floods, gas is a respectable \$2.60 a gallon and cooler weather lightens air conditioning needs. The Dow is up 20% from its bottom in mid-March. Reflecting back on last summer – this may actually be a better time.

I am seeing several things – first a very sluggish economy, every imaginable excuse and reason to defer buying decisions, continued layoffs and downsizings (even Electronic Engineering has not been exempt from this). But I am also seeing signs, not as easily identifiable, nor very quantifiable – but signs that people and organizations are starting a new upward cycle. To date, they have squeezed and contracted – but are now looking

at products and services that can take their "slimmed down" organization and do more with what remains. Buying not for the sake of spending budget dollars, but buying to make productivity levels increase with their limited labor resources.

It is encouraging, I think we have bottomed out and are starting a slow climb back to more and better business opportunities. I am just grateful that many of the products and services we have and continue to provide our customers truly help and allow them to be more productive with their people.

Thanks for your business, and we'll talk to you next quarter.

Mark Clark

More Texting – Less Talking

According to a 2008 report by the Nielsen Company, the average U.S. mobile customer sends or receives 357 text messages per month, compared to calling or receiving 204 phone calls. While the number of calls has remained steady, text messaging has increased 450% from 2006.

The study also found that the average U.S. teenager sent and received an average of 2,272 text messages per month in the fourth quarter of 2008, up nearly 80 text messages a day, which is more than twice the average of 2007.

Source: Nielsen Company

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keo Way (800) 343-3998	Mason City (641) 423-6818	608 S. Delaware (800) 343-2688
Ames (515) 232-5385	2220 E. Lincoln Way (800) 343-7718	Mt. Pleasant (319) 385-7650	126 N. Main Street (800) 458-2355
Cedar Rapids (319) 364-1900	1900 6th Street S.W. (800) 762-0795	Omaha (402) 346-5123	13704 P Street (800) 315-3579
Davenport (563) 322-0981	5107 B Tremont Ave. (800) 322-0981	Sioux City (712) 258-5234	500 W. 20th Street (800) 243-3756
Fort Dodge (515) 576-2411	2411 5th Avenue S. (800) 343-3405	Waterloo (319) 235-5556	750 Ansborough (800) 365-9702

OMG! – I've Lost All My Contacts Again!

Imagine you are traveling and lose your cell phone. You can replace the phone, no problem... but what about your contacts' phone numbers? They're now lost too, and you'll have to key all of them in all over again.

Unless you're backing up your cellular contacts online.

Nearly every major cellular provider has a software application that

protects the valuable contact information on your cellular phone, allowing you to easily transfer those contacts to a new phone. All backup functions occur wirelessly and automatically, so you never need to plug your phone into your computer.

Get started today by visiting your cellular providers backup page:

- For Verizon Wireless go to verizonwireless.com/backupassistant
- For U.S. Cellular go to mycontactsbackup.uscellular.com
- For Sprint go to wirelessbackup.sprint.com

Automatic mobile backup can cost a couple of dollars a month, be packaged with other features or is provided FREE, depending on your carrier. If you have any questions, please contact the Electronic Engineering office nearest you.



Paging Helps Lower Summer Energy Costs

For several years Mid-American Energy has been offering its customers an annual credit “Energy Advantage Summer Saver” - by allowing MidAmerican to cycle a customer’s air conditioner during peak usage days. Now the statewide 900 MHz paging network of Electronic Engineering is carrying the signals and control information to make this system work more efficiently.

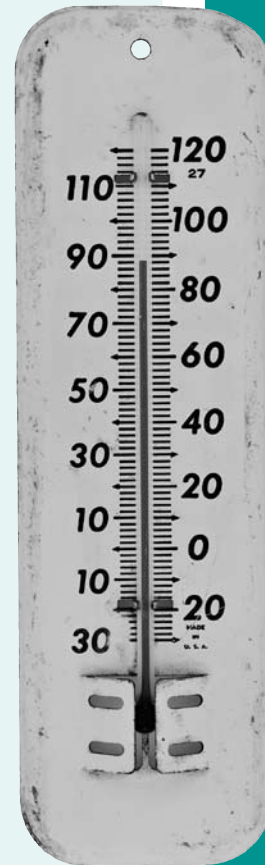
The system works by having a small radio device installed near a customer’s air conditioning compressor. When this device receives the correct information, it connects with the existing thermostat control circuit and cycles the air conditioning on and off during peak alert days from June through September.

The devices originally used standard FM radio frequencies, but the devices were not always reliable, and were susceptible to extreme temperatures. MidAmerican contacted Electronic Engineering about

using an enhanced device, working on the high frequency 900 MHz Band. Could we carry the additional traffic by using our paging service to activate the units? We are now in our fifth year of service, and it has proved very successful, and the older FM units are being phased out.

“In today’s world, paging often gets over looked but it is still an extremely powerful wireless technology that can be used in non-traditional ways,” Mark Clark, president of Electronic Engineering, said. “The marriage of these two products saves a lot of energy every year!”

By saving energy and limiting energy needs on peak demand days, it helps avoid building additional power plants and increasing energy costs.



Electronic Engineering Employee Profile



Name: Paul C. Slinger

EE location: Waterloo

Job title: Waterloo Office Manager/
Corporate Purchasing/Inventory
Mgmt.

Job history: I was raised on a farm in NE Iowa, so that was my original job, warehouse work, shipping & receiving, return goods representative, landscaping, inventory management, purchasing, and office management.

My first "real" job: Outside of milking the cows and feeding the pigs starting when I was 5 years old. Then I worked at Hardee's through my high school years.

Recent accomplishments: Completing our basement at home. It's great to see something you accomplish with your own hands. It was a first for me, and with the help of my father-in-law we tore out the old, then dry walled, mud and taped, textured, and painted our basement.

The toughest part of my job: I would say this time of year is the toughest, it is the fiscal year end and I manage inventory for all ten offices while balancing my other responsibilities.

Someone I admire: My father-in-law Curt. What an awesome example! This guy is full of love, compassion, and is always helping others. He wears his heart on his sleeve and has a very strong faith. He is always putting others before himself.

About my family: My wife Amy and I have been married for 3 years. She is an awesome mother to our two children, Sawyer (2) and Selah (1). She also works as a transcriptionist for Dr. Skierka at Shell Rock Family Health.

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Something about me not everyone knows: I was the lead vocalist in a rock band in the Denver, Colorado area for 6 years in my middle 20's.

Something else I'd like to accomplish: I would like to build my family a new home someday.

Outside interests: My family; entertaining and being entertained by my kids. There is no better feeling than watching them be happy! Fixing things around the house. I also like to play golf and softball, and watch the Chicago Cubs and Miami Dolphins.

Favorite vacation spot: It's gotta be Chicago! "Go Cubs Go" - Cancun is a close second.

If I had a different job: A professional sportscaster, it would be something else to be able to travel the country and call baseball and/or football games.

Can You Guess the Year?

- Darryl Sittler sets NHL record with ten points in one game.
- Apple Computer Company is formed.
- The Gong Show debuts on NBC.

Do you know the year? E-mail your answer to contest@connectingyou.com. Every correct entry received by July 31 will be placed in a drawing for a chance to win a \$100 gift certificate from Electronic Engineering.

Last newsletter winners:

Spring: Kathleen Richardson, Des Moines

Winter: Pete Franks, Glenwood



Do you know where your truck is?

Managing your fleet of vehicles is easier than ever before with the next generation of intelligent GPS tools.

Electronic Engineering and Networkfleet™ now offer a system of hardware and software that helps you "see" your mobile assets by collecting data about idling time, diagnostic alerts, miles per gallon, distance between stops and routine maintenance. The savings and reduction pays 100% of the cost and even puts surplus money back in your pocket.

Contact Electronic Engineering today and begin leveraging the latest GPS tools to manage your fleet.

Electronic Engineering

Connections you can count on.™

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06/09

Electronic Engineering. Home of The Beeper People, The Cellular Store and Two-Way Connect.