

CONNECTIONS

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The One-Call Shop for E911 Communications

Electronic Engineering now offers the top of the line E911 system, by Cassidian — the premier provider of E911 systems in the US, which fully completes our E911 emergency communications line-up. As an authorized Cassidian dealer, we'll be serving all of Iowa and most of the surrounding states with the latest E911 technology.

What exactly does this E911 system mean to your community? Imagine an emergency call coming in to a dispatcher from a child trapped in a house fire. Now, imagine that as soon as the child dials 911, the phone line disconnects. Fortunately, with the use of a Cassidian E911 system, the dispatcher has immediate access to the caller's phone number and address on a computer screen. Emergency responders then use this information to respond to the call, and all of this happens without ever actually talking to the child.

"A large part of what Electronic Engineering does is take care of public safety communications. If you see a police car with lights and sirens, two-way radios and an in-car mobile data system...that's what we do," explained Joe Durham, Electronic Engineering Regional Manager, Sioux City and Omaha. "The 911 call is where everything starts and we are capable of taking care of everything in the communications center. We like to think of ourselves as the 911 to the 911."

For years, Electronic Engineering has handled the radio communication side of an E911 dispatch center. Now, as a Cassidian dealer, we offer the phone side of E911 as well as the radio side.

"What we offer is critical to public emergency communication. If 911 centers have multiple vendors for their various technologies, the tendency is to start pointing fingers when something goes wrong," Durham said. "What we've done is take all of the necessary technology and made it all accessible under one roof."

Whether your agency is looking to update your equipment due to aging technology or you've outgrown your current system, count on Electronic Engineering. We have more than 30 years of industry experience and we can help you streamline your response efforts.



When you partner with Electronic Engineering, you get our years of expertise and dedication to helping law enforcement meet the uncertain emergencies of the world in which we live. Whether you need an E911 system, light bars, console equipment, two-way radios, flashlights or Motorola mobile data, our technicians will work with you to custom install each piece to ensure longevity and reliability for your agency.

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Narrowbanding
Brings Processing
Delays

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GPS Vehicle
Management
Continues to
Exceed Estimates
on Dollars Saved

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Employee Profile

Product Spotlight



Lind Computer/ Auto Adaptor

Never have to stop and recharge your laptop or notebook computer again. The Lind AC/DC adaptor plugs into any car's cigarette lighter and provides on-the-go juice so you'll never have a dead battery.

Product Features:

- Operate from any 11 to 16 VDC source
- Available for most laptop computers
- Most durable DC adapter available
- Full 3 year warranty

A Letter From The President



While dormant for a while, the fight to allow AT&T cellular to buy T-Mobile continues.

Much of the media focus and governmental focus has been about how anti-competitive this merger would be. "It will be monopolistic! It will raise prices! The consumers will be hurt!" Maybe, but I sincerely doubt it, and I think that from a technology side – it is practical, makes good sense, and should be allowed to happen. This is despite the fact that the AT&T and T-Mobile systems actually compete with our

product and service offerings.

A little background: all cellular systems now are digital in their operation. But they talk in different digital languages – so the major cellular networks are not compatible with each other and phones can generally not talk on each other's systems.

A few years ago, Sprint bought Nextel. But since their digital formats were not compatible, they achieved no efficiencies in operation (dual towers, transmitters, and circuitry). Verizon bought Alltel, and they were able to eliminate many towers, and gain efficiencies because they used the same digital format. This gave Verizon the ability to have more space for calls, data, internet, etc., and consequently additional product offerings.

T-Mobile is definitely much smaller than AT&T, Verizon and Sprint. If the merger is denied – T-Mobile's long-term fate is in trouble. As the need for large amounts of frequencies to handle consumers' hunger for more data, internet and texting – make this merger a natural.

Anti-competitive? Studies show that in virtually all markets, a consumer has, and will have, several cellular choices and certain services appeal to different users.

As the wireless market continues to evolve over the next several years, with additional features and innovations – the merger of AT&T and T-Mobile could even help lower prices.

Will the merger happen? I would say it has a 50-50 shot. The desire for lots of governmental regulation is prevalent today, and could easily kill it. From my side, it is a positive thing, though it may be better for Electronic Engineering if it does not happen.

Thanks for listening, and we will talk to you next quarter.

Mark Clark

TechTalk: Rechargeable Batteries – What Makes them Different?

There are three different types of batteries being used today in two-way radios and other electronic devices: Nickel-Cadmium (NiCd), Nickel Metal Hydride (NiMH), and Lithium Ion (Li-ion). To get the most out of these batteries, you must recharge them in a particular way.

NiCd: The capacity of this battery is higher than alkaline. Remember to charge this battery only when it is nearly depleted and charge the unit for two hours after the full indicator light comes on.

NiMH: This battery operates at a 30% higher capacity than the NiCd and has a higher memory capacity. When charging, you'll want to follow the same steps as the NiCd. This battery should also be completely discharged every three months.

Li-ion: The Li-ion battery operates at a very high capacity and has the most stable memory. You can charge it as often as necessary.

To determine which battery best meets your two-way radio needs, please contact Electronic Engineering.

Electronic Engineering Locations

Des Moines (515) 283-1100	1100 Keosauqua 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	4891 F 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

Narrowbanding Brings Processing Delays

Applicants for the Federal Communications Commission's (FCC) mandated Narrowbanding radio licenses are already feeling the impact. Any organization needing to file for new or modified licenses should expect the processing time to take months, because tens of thousands of applications are being filed on top of the FCC's normal workload. Waiting until Dec. 2012 to file your paperwork is not in your best interest.

The Narrowbanding mandate requires all licensees using 25 kHz two-way radio systems to **migrate to a Narrowband 12.5 kHz channel by December 31, 2012**. Doing this will allow for twice as many radio frequencies. **Failure to make this change will result in the loss of your FCC**

license and possibly large fines.

Electronic Engineering is ready to help you with any license modifications and filing, reprogramming and migration paths that will make the transition relatively easy. Watch for more information in this newsletter regarding your options and information on this mandate.



GPS Vehicle Management Continues to Exceed Estimates on Dollars Saved

The concept of being able to monitor service trips, time spent in service calls, deliveries, and efficiencies gained by organized routing, can easily amount to many dollars each week.

As we enter our third year of offering Networkfleet vehicle GPS management system, it is clear that virtually all of our customers are seeing much better savings and efficiencies than we suggested.

In one case, we had a customer tell us that the benchmark for success was the number of service calls they could run per week, per vehicle. At the present time, they were averaging 30 service calls every two weeks. If the system could increase the calls by one additional call per two weeks, it would be a success because each service call averages \$100-\$175.

Today, they are getting four additional service calls a month, and \$400-\$700 in additional revenue.

Another satisfied customer found that they were able to reduce unneeded vehicle idling time from an average of

nearly 60% to around 20%, saving several hundred dollars per month in fuel costs for their fleet. These savings aren't uncommon. What we've found is that it is very common for new fleet management users to initially see idling times over 50%.

A long distance transportation company found that the time their office personnel took to complete the monthly DOT road use tax reports, listing the miles each vehicle travelled in each state, was easily 8-16 hours each month. After installing Networkfleet and using the state mileage report feature, a report is automatically created the first of the month – listing each state and the amount of mileage for each vehicle, saving many hours.

Efficiencies, energy savings, and going green are all business buzz words these days – making vehicle management an ideal solution.

Call any of our offices for more information on how vehicle management, with Electronic Engineering from Networkfleet, can help you save money every month.



Electronic Engineering Employee Profile



Name: Joe Durham

EE location: Omaha/Sioux City

Job title: Regional Manager

Job history: I've been with Electronic Engineering since January 3, 2008, and working in the industry since 1994.

My first "real" job: My first job was painting houses, when I was 13.

Recent accomplishments: Elected President of Sioux City Rotary.

The toughest part of my job: Dealing with and competing with "Communication Companies" that cannot, and do not, offer the expertise we offer from Electronic Engineering and Motorola.

Someone I admire: Dan Reid, in addition to my parents. Dan taught me the value and payback I could get with hard work. Dan was my first employer.

About my family: I've been married to my wife Debi for 28 years. She is the Director of the Iowa Partnership for Economic Progress. Our son, Beau, is an architect in Kansas City, MO. Our daughter, Jordan, is a student at St. Luke's School of Nursing and got married last May.

Something else I'd like to accomplish: I would like to be able to make a significant impact with something in my community (charitable giving or work), without anyone knowing who did it.

Outside interests: Hunting, fishing and golf.

Something about me not everyone knows:

I climbed towers to change light bulbs and adjust antennas at heights up to 700 feet, while working in the Cable Television industry. At that time, safety gear was optional.

Favorite vacation spot: Our family cabin on Grand Lake in Oklahoma.

If I had a different job: My title would be "owner." Otherwise, I couldn't be happier.

Words you live by: "Trust but verify" - Ronald Reagan

Can You Guess the Year?

- The Peace Corps is established
- Pampers introduces the first disposable diaper
- The first in-flight movie is shown on TWA

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

Last quarter's winner:

Michele Steinke – Cedar Rapids

Michele correctly guessed the year – 1980.

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Don't get caught by the FCC Narrowbanding mandate.



- The FCC is eliminating the ability to operate 25 kHz two-way radios on Dec 31, 2012.
- The FCC issues BIG fines for license and usage violations. Don't let this happen to you.
- Any license that does not get modified, automatically EXPIRES.
- We're here to help you update and file the paperwork with the FCC.
- If you use two-way radios, time is of the essence.

Contact Electronic Engineering today for a free radio equipment audit, to insure your business has a smooth transition.



Electronic Engineering

Connections you can count on.™

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12/11

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