

# sepura

First in TETRA



**A GLOBAL LEADER  
IN DIGITAL COMMUNICATIONS**



## WHO WE ARE

Sepura is a global leader in TETRA digital radio products. We deliver mission-critical communications to customers in the public safety, military, transport, utilities and commercial sectors.

We are the leading network-independent supplier of TETRA terminals with a global team of account managers and support engineers, complemented by a network of 100 channel partners — among them local distributors, global systems integrators and TETRA network suppliers. Incorporated in 2002, we employ over 300 people, many of whom have up to 30 years' experience of the Private Mobile Radio (PMR) market.

Working together, we have achieved phenomenal market growth, including:

- TETRA market leadership in Europe
- Sustained market leadership in the UK and Germany: the world's largest TETRA markets

## WHAT WE DO

Sepura offers one of the broadest ranges of standard and specialist radio products, support tools and accessories, combined with unrivalled local customer care and support.

We are at the forefront of TETRA innovation and have achieved many industry 'firsts'. We are committed to driving the continued development of TETRA and of the broader PMR market.

- We supply more than 1 000 organisations in over 100 countries.
- We are market leader in over 30 of them.

## WHO WE HELP

Sepura solves communications challenges for organisations all over the world: in the UK, mainland Europe, South and Central America, Africa, the Middle East and Asia. Operating at the front-line in some of the harshest environments, our customers know that our radios will meet their every need in terms of safety, reliability, functionality and security.



We are the number one supplier of TETRA digital radios to the global public safety market: police forces, fire brigades, ambulance services, and customs and immigration departments. In the first 18 months after the development of the German TETRA network, we delivered over 55,000 radios to users in Germany's public safety sector; and in the UK, where the majority of police forces use our radios they're proven with more operating hours than the radios of all other suppliers combined.

- Customers like Madrid Barajas Airport, Eurotunnel and Bangkok and Mumbai Metro count on us for intelligent solutions that enable quick, informed decision-making and the reliable communications that are essential for effective operational management.
- In the commercial sector, our robust, digital communication equipment is used in the most challenging environments such as Alpha Ventus, Germany's first offshore wind farm, and the remote Gorgon Liquefied Natural Gas (LNG) facility in Western Australia.



## WHAT MAKES US DIFFERENT

We work closely with our customers to understand their operational requirements and deliver solutions to meet their needs. To help solve specific customer challenges, we collaborate with carefully selected partners who bring specialist skills in areas like software, data applications and vehicle installations.

Our Partner Programme also assists our channel partners to locate comprehensive solutions to meet the needs of existing and potential users, all with Sepura products at their core. Our aim is to stimulate the growth of new applications, technologies and services for the benefit of the wider TETRA market. The drive for greater efficiency in mission critical scenarios is a common theme throughout our customer base.

- As a high-profile member of international bodies, such as the TETRA Association Board and ETSI TETRA committees, Sepura is driving the development of TETRA standards.
- We are now looking beyond TETRA, drawing on our expertise and experience in digital communications and the wider PMR market to develop products for Digital Mobile Radio (DMR).



## WHAT MAKES OUR PRODUCTS DIFFERENT

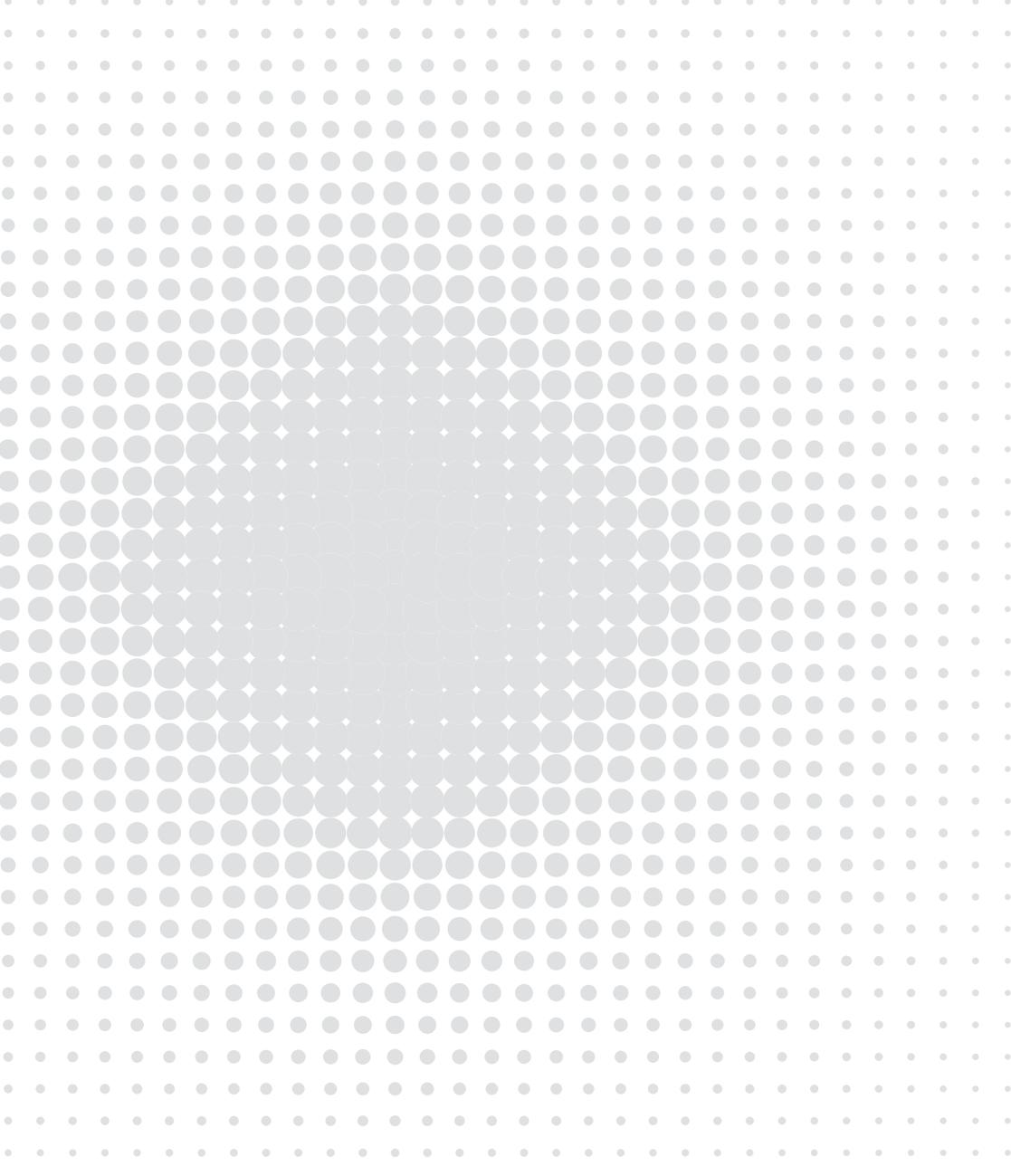
Our industry-leading radios are designed to make life safer and easier for users. They operate on all TETRA communication infrastructures and are certified for use on all major public safety networks around the world.

Our products are engineered to deliver the highest levels of functionality: they are robust, flexible, provide loud clear audio and are easy to use.

Key features of our radios include:

- A common, multilingual user interface to minimise training
- The most powerful radio gateways (10 Watt) to significantly extend the working range
- Ultra-sensitive GPS functionality to locate users even in built-up environments
- A revolutionary 'man down' sensor to increase the safety of solo operations
- Automated set up and configuration to reduce cost of ownership
- End-to-end encryption for the highest security





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