



Radio Callboxes are not a new concept in the wireless communications industry. So, what makes us think we have some revolutionary spark to generate activity, sales, and more revenue from **Ritron Callboxes?**

1. Ritron is the only company in the world that designs and builds a complete, ground-up, purpose-built radio callbox device – now available in DMR Digital, NXDN Digital and Analog.
2. The awareness that our culture and the realities of our present day circumstances regarding Safety, Security, and Response Time have changed the way people think.

Google the news headlines of the past few weeks and ask yourself these questions:

- How many college Administrators & Facility Managers are thinking about how to keep their students and faculty safe? How can they respond quicker to an urgent need?
- How many City Managers are thinking about how they keep the public safe in their city parks?
- How many Pastors are wondering what they can do to keep people safe when they are at church?

The answer to each of these questions, unfortunately, is A LOT.

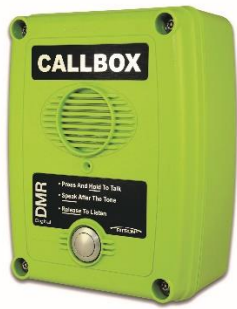
Safety, Security, Response Time, Access Control, along with Productivity, Efficiency, and Customer Satisfaction...these are the Key Words on top of every leader's mind of every business, institution, and organization today. Every meeting, every conversation, every time they see or hear the news.

The intensity and emotion of these Key Words are real, but money is still a factor.

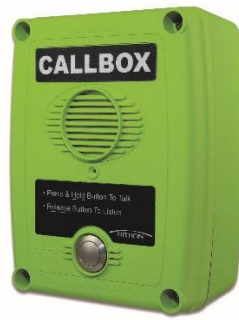
The Ritron Callbox helps “fill in the gaps” for your customers and new prospects who likely, already have a network of 2-Way portable radios. Callboxes are a cost effective way to bring greater utility to their existing 2-Way radio system and leverage the investment they have already made. A Callbox will provide quicker response times and tighter security for their employees, patrons, and customers.

The benefit for you is the significant opportunity you have to leverage your existing customer base for more sales and revenue. It is a warm call, another reason to touch base with your customers, to keep your name in front of them for current and future business, and to continue to bring value to their organization.

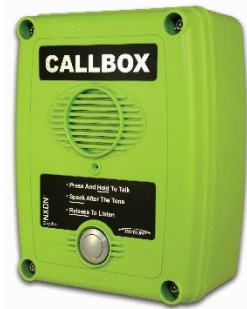
Ritron Callboxes as well as our Wireless PAs and Quick® Assist Voice Transmitters provide multiple applications for you to “add on” to an existing 2-Way radio system of Portable Radios. These products fit into the large system accounts you are working on as well as the everyday sale you need to make to keep the commission train rolling.



DMR Callbox



Analog



NXDN

Listed below are 24 unique applications in 14 Industries.

Pick 1 or 2 or 10, put your antennas up, turn your imagination on, and go find the niche' areas that will increase your activity, sales, and revenue.

And Let us know how we can help you!

Warehousing

- **Gate Entrance:** A delivery truck needs to get into the fenced and gated area. A **Callbox** is placed at the gate, the driver pushes the call button which is programmed to alert a Portable Radio or a Base Station Radio. The Warehouse personnel verifies credentials, sends the signal to prompt a light to flash at the gate indicating it is opening, and another signal to open the gate. The Warehouse personnel can provide the communication and signals with their existing Portable Radios or a Base Station.
- **Back Door Entrance:** a delivery truck pulls into the dock and parks. The driver comes to the door and instead of pounding until someone hears them, they push the **Callbox** button and the Warehouse personnel are alerted on their existing 2-Way radio system to come to the door or send a signal to unlock the door.

Manufacturing

- **On The Line:** The point of the Assembly Line is to keep things moving! Running out of materials, parts, or a mechanical issue can seriously cut into production, delivery, and the bottom line. A **Callbox** located at various points along the line allows employees to quickly communicate with material handlers, maintenance, or emergency personnel (medical or security).
- **These Gloves!:** There is a difference in the working environment of a facility producing food grade equipment and one producing pharmaceuticals and one turning trees into lumber. The employees probably all wear gloves, but some might be tighter, bulkier, or dirtier than others. The moment a need arises or something unexpected happens: the conveyor quits, a spill, a fire, an injury, people may not be able to think quickly enough to take their gloves off to operate a Portable Radio. Whether the gloves are on or off, they can likely push the call button on a **Callbox** with 1 finger. Quicker communication, quicker response.

Transportation

- **The Bus Depot:** In cities with Mass Transit facilities or small towns with a fleet of school buses, the vehicles are in constant need of maintenance and repair. Drivers are required to inspect their equipment before and after their trips. The maintenance or repair needs to be done before the next trip. Wireless **Callboxes** located throughout the Terminal or Parking area allow the drivers to report both the needed maintenance issues and their location directly to the maintenance team. And if a tire goes flat overnight, the **Callbox** can provide clear and immediate communication for a quicker response, timely repair, and more on-time buses.

Agriculture

- **Corporate Farms:** All across the country, the family farm is being consolidated into larger operations. A larger operation runs much like a manufacturing plant or distribution hub. These larger corporate operations likely have a complete staff of employees, usually scattered throughout the farm. And like these larger facilities, they are receiving and sending materials, grain, and livestock throughout the day. A **Callbox** located at the main barn or placed on a post near the entrance can provide a visitor or scheduled delivery the ability to find the right person or place. **The Callbox** is programmed to alert anyone with a Portable Radio. A little more effective than honking the horn until someone comes around!
- **A Lot of Moving Parts:** Even with the improved technology throughout the Ag Industry, it is still a dangerous place to work. Machinery, livestock, and uneven terrain create multiple opportunities for accidents and injury, let alone the ever present “the cows got out” situation. **Callboxes** located in barns, buildings, even on posts throughout the complex can provide a needed communications channel to call for help or assistance.

Hospitals

- **Parking Garages:** Hospitals are open 24/7. Doctors, nurses, administrators, support personnel, patients, family members, and visitors are coming and going all day and night. Most hospitals have parking garages or designated areas for parking. A 2-Way radio system of **Callboxes** can provide immediate pinpoint communication for safety issues, medical needs, or automobile break downs between the hospital security team, medical team, and the person in need at the moment.
- **Secure Areas:** whether it is the entrance to a small medical facility or the wing of a larger hospital, the need to provide safety and security are paramount to both keeping the wrong people out and the right people in! **Callboxes** placed on either side of the doors can allow communication with the central desk without the nurses or hospital staff needing to leave their post to open the door each time someone enters or leaves. [[See our Door-Com product as an additional option](#)].

Hotels

- **Valet Parking:** Patrons are ready to go! Delivering their vehicle to the entrance in a timely manner increases customer satisfaction and maybe even the Valet’s tip! A **Callbox** located at the Valet station and in the designated parking area can speed up the process of delivering the vehicle to the guest. Instead of the Valet driver needing to carry a portable radio, they receive information via the Callbox. Greater time efficiency with less risk of dropping or losing the Portable along the way or in the car.
- **Food Delivery:** Hotels are busy places and the dining room is another key area to provide excellent service leading to increased customer satisfaction and returning guests. Receiving food from a delivery to the kitchen is both critical and hectic. The kitchen staff is focused on preparation and presentation, but the delivery driver needs to get the food out of the refrigerated truck and into the kitchen refrigerator and on to his next stop. A **Callbox** placed at the delivery dock allows the driver to contact the kitchen staff or the hotel management for quicker entrance, delivery, and fresher food.

Elementary/High Schools

- **Access/Entry:** A **Callbox** is a standard feature at the main doors of most schools. They are typically part of the design of a new building. What happens when the school needs to add on to their existing building or they discover a need for a new access point or they get tired of students, coaches, & parents banging on a side door to the athletic or band entrance? A wireless **Callbox** can easily, effectively meet these needs. Keep your eyes open for the School Board meeting minutes in the local paper and the Construction trailers pulling in.
- **Safety/Injury Alert:** as school districts consolidate or grow from increased population in an area, the school campus/facilities are also growing and spreading out. More and more athletic fields, marching band sites, and the support facilities around them are farther removed from the actual school buildings as well. A **Callbox** placed at the athletic fields, concession stand, or band director tower can provide access to security, athletic directors, medical staff, or ground keepers from the remote locations. Quicker response for all of these needs and the people in need through their existing 2-Way radio system.

Colleges and Universities

- **Need Help!:** At the bus stop, walking across campus, in the parking lot, in the dorm lobby, the intramural fields, the commons area, the stadium, and dozens of other locations on every college and university campus in the US (34,431 of them) there is a need for students, faculty, and visitors to have a readily available way to call for help. An injury, a stalker, suspicious activity, mechanical breakdowns, upset student...urgency and vulnerability are real concerns and needs. A wireless **Callbox** (no wiring, no trenching) positioned at a stand-alone position or in a series along a walk-way or in a parking garage provide direct access to people who can provide assistance and who know exactly where the call has come from.

Retail

- **The Lumber Yard:** You're finally doing the backyard project you've put off for 2 years too long. You need to load up the landscaping ties, the pavers, the bags of mulch... The Gate Patrol at the Big Box store looks at your receipt and asks if you know where it all is. You say, 'yep,' and head on back. Now you can't find the brown mulch you bought, there is a stack of pallets between your vehicle and the pavers, and the lumber is on the 3rd rack up. The 12 people who asked, "can I help you find something?" when you came into the store are all suddenly on break. A **Callbox** placed where people can see it could provide quicker assistance and stronger customer satisfaction.
- **It is still Cooper's Hardware:** in the age of Big Box Stores, there are still plenty of hometown and regional retail stores. Their need is the same as the BBS, just scaled differently. It still takes valuable time to get a delivery at the back door or dock. It is no less important to provide secure access. A **Callbox** keeps the cash register ringing while the boxes get unloaded!

Golf Course (not everything is a security need...but there is still a need for speed)

- **Speed of Play:** The local Golf Pro or Course Manager is constantly asking one question: what is the pace of play? The more people they can get on and off the course in a day, the better the bottom line is. The slowest place on the course is "on the turn." After 9 holes, golfers need a bio-break, food & drink, and social engagement with friends and business contacts. But the quicker they can make the turn, the faster the overall speed of play is for the day. A **Callbox** and menu placed at the 7th Hole Tee Box allows golfers to order food that will be ready for pick up or even delivery to their cart at the Turn, getting them back on course quicker. Golfers get nourishment, Pros keep the pace of play rolling: Everyone is happy!
- **Bag Drop Off/Pick Up:** For courses that provide the convenience and a little more up-scale service, being able to drop your bags off and/or pick them up at the Pro Shop rather than carrying them from the parking lot is an added benefit. If the drop off/pick up station is unmanned, a **Callbox** can provide a golfer with the ability to call for a cart or course employee to deliver the bags.

Construction

- **High Rise Construction:** When a multi-story building is going up, the variety of trades, crews, and personnel on site can become a maze of materials, decisions, and communications needs. Man-Lift companies (think construction site elevator) are utilizing **Callboxes** at the elevator on each floor to allow communication between floors, the ground level, and even the crane operator to provide quicker, clearer, specific communication. This application provides better efficiency and productivity for the individuals and the project.

Religious Organizations

- **Wow, this is a church?:** with the advent of Mega-churches and larger congregations of every faith based organization, the church janitor has morphed into a full facilities team complete with maintenance and security responsibilities. And while some may have full-time security personnel or hire off-duty law enforcement, they still have a large number of volunteers welcoming and directing people around their facilities. Few of the volunteers will be equipped with a Portable Radio to quickly communicate to facilities or security with an urgent need or suspicious activity. **Callboxes** placed at entrances, in classroom hallways, the gym, or in the parking lot could provide quicker responses to physical and emotional needs as well as alert security of any suspicious activity or people.

Marinas

- **Fueling Watercraft:** Have you been out on the lake on a beautiful sunny day? Your family & friends are enjoying skiing and tubing, and then you notice the fuel tank is quickly approaching “E?” You head over to the Marina to fuel up. Only slightly more annoying than the \$5/gallon gas is the line of boats and watercraft waiting for the 2 teenagers to come out to the dock and turn the pump on. A **Callbox** positioned at the dock to alert the teenagers or the Marina mechanic can be programmed to let them know you are there.
- **Drive-Up Food on the Water:** Looking for a way to get in good with the DNR? It is hard for those guys to get donuts on the boat! Pitch the local Marina on the idea of a dock with **Callboxes** positioned for boaters to pull up and order Fast Food or Carry-Out. Maybe there is already a restaurant present and they are looking for ways to increase revenue? Maybe you just figured out a way to get your boat slip for free!!

Self Storage Facilities

- **The Maze:** we are not commenting on the cultural mind-set to acquire more and more stuff; however, there are over 10,000 Self Storage facilities with an average of 250+ units per facility in the US today. Depending on whether it is an outside only facility or inside a building, the maze of units can make it difficult to locate someone who is on site. In the case of an injury, emergency, or worse, placing wireless **Callboxes** throughout the facility can provide the person requesting assistance a way to do it without trying to find their way back to the office as well as providing the people in the office a way to pinpoint the location of the person needing assistance. A **Callbox** at the office entrance can allow someone to contact the manager or staff if they happen to be showing a unit or helping another customer.

Public & City Parks

- **Walking and Biking Trails:** Instead of cutting firewood to keep the house warm, feeding the cows after work, or gathering eggs early in the morning, we move from one sedentary spot in our cubicle to the next one on the couch. Thankfully, many municipalities have increased the green space and walking & biking trails to help us be more physically active...or at least we have the opportunity to do this! With the increase in spaces and people in those spaces comes the increased potential for accidents and injuries and unfortunately, probably more criminal activity as well. Wireless **Callboxes** placed on walking/biking trails, at shelters, or by the restrooms provide remote access for people to call for medical help or security assistance with pinpoint location information.

The following products are also compatible with 2-Way portable systems to provide additional applications and solutions to Security, Response, Broadcasting, and Customer Service needs. Call us at 800.872.1872 or ritron@ritron.com



Quick Talk™
Wireless Voice Alert



Quick Assist® Transmitter
Wireless Shopper Callbox



Loudmouth® Wireless PA