



Roger's Communicator

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From the Office of the President... Roger Paskvan

Roger's Two Way Radio

Communications
Technology For
The Serious User!

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Welcome to the October issue of the Communicator. We are real busy here at the Two Way shop trying to get all the outside antenna jobs completed before old-man winter makes that task miserable.

In this issue we will be featuring a review of some new products such as the Bravo 800 pager, new Cellular plans and the perfect cordless phone. Our head Engineer takes an in-depth look at signal penetration and "dead spots." We will look at a new product that our genius sales manager has come up with. A new product that could be classified as a

super range cordless phone, but its not top secret! He calls it ENGENIUS and that is a good name for a dream come true. Imagine, a cordless phone with several mile range, no license and crystal clear reception. Resort owners can now actually go fishing and still answer their resort phone with no cellular bills or extra charges. Walk around the entire plant, even cover several acres and still be on your home or business phone.

Did someone say Cellular? Just the other day a customer walked into our store and said, "Roger, I didn't know you sold Cell Phones." Yes, Roger's Two Way sells CELLULAR

PHONES. In fact we were one of the first to offer cellular services to the Bemidji community. I would encourage all of you to get all your cellular products and accessories from our quality communication service center. Roger's Two Way can provide the optimum cell phone for your particular application. Not just any cell phone but one tailored to your individual needs. We have been your communication leader for 25 years in the Bemidji community and CELLULAR PHONE communications are one of our specialties. There are NEW plans out, please stop by and see what's new in the cellular world.

NEW CUSTOMERS AT ROGERS TWO WAY RADIO

Here at Rogers Two Way Radio we value you, our customer, like family. That is why we have dedicated this section to our newest family members:



- St. Phillips Church & School
- Cass Lake Lodge
- Park Rapids Schools
- Valvoline
- Harrington Plastic Surgery



We will strive, like always, to make your communications needs a pleasant experience.

WELCOME!!

From the Staff @ Roger's Two Way Radio

Hello, are you there? Hello.....



Coverage dead spots are frustrating! They cost your business money and may be a safety issue, too.

"Unit 5 to unit 7, is the power off?" "Unit 7 to unit 5, the power is <glitch> off."

Did unit 7 mean the power was NOT off? Did unit 5 get electrocuted?

Coverage for pagers, cell phones and two-way radios can be spotty, especially inside buildings. Portable two-way radios and cellular phones are inherently low power devices, made so that the battery life is reasonable despite small size and light weight. Pagers have a small internal antenna that reduces their sensitivity. These factors combine with metal structures, glass that is tinted with metal particles and interference from all sorts of electrical and electronic devices to cause these dead spots.



We can make your troubles go away! Our staff has extensive experience curing in-building communications problems. How does this work?

First, we meet with you to determine the problem areas, your needs and expectations for the solution, plus any expansion plans. Next, we conduct an engineering survey, noting current communication system equipment (if any), physical environment, signal field strength (in both good and poor coverage areas) and possible areas to install any needed equipment. After this, we return to our offices to engineer the solution. Sometimes the fix is an easy one (read: cheap), while in other situations the problem may require installing more specialized equipment. If we can deliver a solution to resolve almost all the problem areas at greatly reduced cost, we will present this as an option. Once the solution is determined you can make the decision

for us to start the roject.

When all the equipment has been installed, aligned, tweked and tested to our satisfaction, we will meet with you again to obtain your

We can make your communications troubles go away!

agreement that the design goals have been met!

While I have focused on building interiors, other situations such as open areas, tunnels, caves, etc. are all subject to our expertise. Do you have a thorny communications problem? Please call, e-mail, write, FAX, stop by in person, send up a flare, or perhaps just send a messenger with an engraved stone with your needs!

-John Simmons

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May We Present, Another NEW Pager!!



Data Comm Paging would like to introduce a brand new pager! The Bravo 800! This is an alphanumeric, 4 line pager very comparable to the Advisor Gold pager that so many of you are familiar with. We are very excited to be able to offer this new product to you.

Some of the features of the Bravo 800 include: Zoom in 2-line display, for easier reading. Blue back lighting, so you are able to read those important pages in the dark. A battery gauge, because it's imperative that you know when you need to replace the battery, and, time and date display which will time stamp the message allowing you to see just when the page was received. The Bravo 800 also has a variety of alerts, vibrate, 8

pleasing alerts, chirp and a silent feature.



NEW!!
Bravo 800 pager

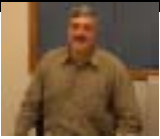
We would be very happy to visit with you about our paging ser-

vice, as well as any of the other pagers that we have available to you. Our coverage area is very extensive and is the only paging service that covers northern Minnesota and the Twin Cities, plus Fargo, Duluth, Grand Forks and St. Cloud. Please call us any time or stop in to see our selection.

Heather Bjerke

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NOTHING LESS THAN ENGENIUS



Welcome to an introduction of our newest system, the EnGenius industrial cordless.

It's a cordless phone that acts like a two-way portable radio without the added cost of cellular service.

It will reach up to 3,000 acres, 250,000 sq feet of retail store and manufacturing plant floor space, and up to 6 blocks, depending on terrain. Engenius is an expandable system with each base unit able to support up to 9 handsets, and each handset can be registered to 4 different base units.

One of the most valued benefits of Engenius is it

can talk back and forth from handset to handset just like a two way portable radio, without having to push a button to talk. Simply just page another handset, then talk like you are talking on the phone.

The potential of this system is immense for resorts, hotels, retail outlets and many more. Among other things, this also has the capability to have caller ID, call transfer, call waiting, and call hold, just to name a few options. External antennas are also available for those areas with rolling hills or dense foliage to enhance reception and



Talk back and forth from handset to handset, just like a two way portable radio

distance.

As you can see Engenius gives you the flexibility to be in touch with your staff, do your daily routines, and avoid the interruption of running to a phone. This saves time,

therefore making your business run smoother and more efficient and maximizing your profitability. For a free demonstration and consult on how this can benefit your company, call Roger's Two Way Radio Sales Department.

-Todd Raymond

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How To Reduce Repair Bills!!



Do you want to save some money, time and hassle? Read on....
There are two ways to save money on repairs: preventative and reactive.



To prevent the need for repairs, take proper care of your radio. Inspect the unit occasionally, clean the outside with a paper towel or soft rag, and above all keep it dry! Moisture from rain, coffee, etc. causes lots of problems and may actually ruin your radio! Coke and similar products are also acidic which will literally dissolve the tiny copper wires inside the radio. Dust and dirt buildup causes overheating and shortens the life of the unit.

When you experience a problem with your radio, before calling us take a few minutes to check things. There may be a simple problem that you can fix yourself. Our technicians often see radio failures caused by items easily remedied by the user.

1. First, check the setting of all controls. Is the volume turned to a reasonable level? Is the channel selected correctly? What about scan, option or programmable buttons?
2. Check all connections: make sure microphone, antenna, power, battery, and speaker, etc. are all properly seated and tightly connected? Are they the correct accessories? Just because the item fits doesn't necessarily mean it is the correct accessory!
3. Is the antenna properly and tightly connected? Is there any evidence of corrosion at the antenna or power and ground connections?
4. Did you try swapping batteries with another portable of the same type?
5. Have you tried swapping radios between vehicles?
6. Have you checked to make sure that there is power at the wall socket for all base and/or repeater equipment?

Following a few simple procedures can easily save you lots of money!

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Bring this coupon to Roger's Two Way Radio and
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**No cash value, non-transferable and while supplies last

\$15.00

\$15.00