



Roger's

Communicator

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From The Desk Of The President... Roger Paskvan

Roger's Two Way Radio

Communications Technology For The Serious User!!!

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Hello and welcome to another issue of our newsletter. In this issue we will focus on changing radio technology that will affect us all in the near future. This new technology reduces the channel spacing of your radio and is being mandated by the Federal Communications Commission (FCC).

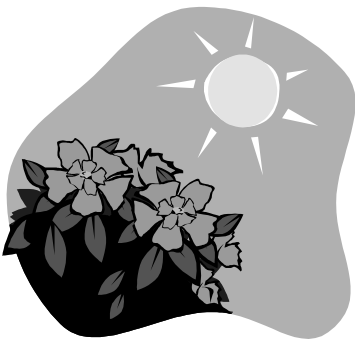
Yes, there are too many radio users and not enough channels to accommodate the needs of the radio services. The FCC's answer to the dilemma was to reduce the size (width) of each radio channel and utilize audio technology to make up for any quality differences. It is like replacing all the luxury American cars on the highway with small foreign cars. You could still travel from point A to B, but may suffer from a slight amount of discomfort on the trip.

So, let's offer ergonomic seats to make up for the differences. Every time you talk on your radio, your voice uses up a specific amount of spectrum space (bandwidth) called modulation. Now you will be communicating in one-half the space used before to do the same task. It's called progress!

This technology is being implemented into radios in order to save precious spectrum space and provide channels for all the radio services demanding them. The FCC has divided the channel width (bandwidth) in half for new channels and granted a phase-in period for existing licenses that are currently operating on the old wide band channels. Your next renewal will probably indicate a narrow band channel on your same licensed frequency. Eventually, all the existing channels will be converted which has been

estimated to be somewhere around the year 2008. Take a look at your FCC license, you will see under emission designator 20KOF3E if you have a wide band license. If it is narrow band you will see 10KOF3E.

With wide band, existing radios will work with your system until the required change takes place. After that older radios will not be compatible with the new technology. Most radios that are being sold today have both narrow and wide band capabilities. If you purchase one of these radios your system will be ready for the bandwidth change at a minimum cost down the road. All radios sold at Roger's Two Way are compatible with the future technology. In this issue, our project engineer John Simmons will elaborate in detail the wide and narrow band technology. *Continued on page two...*



Happy Spring!!

Important Notice (The deadlines have been set!)

Released on February 25, 2003..... The FCC just released a Report and Order to prohibit the certification of any radio equipment that will operate in the wideband 25 KHZ channel modes beginning January 1, 2005. The ORDER further prohibits the manufacture and importation of any radio equipment that operates in the 25KHZ mode beginning*January 1, 2008.*

Wide Band VS. Narrow Band Continued.....



One thing we know for sure: technology won't stand still.

Changes in technology affect us all. The Federal Communications Commission, regulator of two-way radio, reflects these changes in new rules and regulations. In the future you may need to replace older radios because of these changes.

Why?

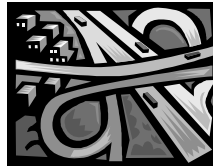
The supply of available radio channels is limited. Demand has exceeded supply and a method to create more radio available channels was developed. Your current radios use what is known as "wideband" modulation. Each radio transmission takes up a certain width of spectrum space. Wideband radios use twice as much space as the newer "narrowband" radios. So, if everyone changed from wideband to narrowband, twice as many radio transmissions would be able to fit in the amount of radio spectrum that exists.



Think of it as going from a two-lane road to a four-lane road.

Twice as many cars can be on the road at the same time.

Therefore, radio communications companies, like Motorola, have been charged with making radios that operate in a narrow bandwidth. Unfortunately, the new bandwidth creates some problems. A 25 KHz bandwidth (wideband) radio sounds distorted when heard on a 12.5 KHz (narrowband) radio, and vice versa. Also, the range of a clear signal on a 12.5 KHz radio is shorter than that of its predecessor.



The solution to the problem was to make radios that can operate on 25 AND 12.5 KHz simply by the way that they are programmed. This way, companies who have existing 25 KHz radios can purchase new radios that will talk clearly on their existing system. (Kind of like a car that can run on gasoline AND electricity). When the FCC allows only 12.5 KHz radios to operate, the switchable radios can be reprogrammed to the new narrowband. Old 25 KHz radios would no longer be allowed to use those frequencies.

To make radios that talk as clearly as the 25 KHz radios took some real engineering! Motorola developed X-Pand technology to enhance the otherwise weaker signal of 12.5 KHz. When you speak into a Motorola X-Pand radio, the X-Pand module compresses the sound of your voice before being transmitted. Your transmission then travels over the 12.5 KHz wide channel to the receiving radio, where the X-Pand module decompresses only the parts of the transmission that are voice, leaving out the inherent noise that travels with narrowband transmissions. This means you will be able to communicate just as before, but use less space to do it.

Motorola's X-Pand radios include the P1225 Portable, M1225 Mobile, CDM series mobiles, HT750, HT1250 and HT1550 portables and the new EX portable series.

-John Simmons

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Changes in technology affect us all!!

Motorola V60t



What's New With Wireless?



Motorola V120t



Cellular 2000 focuses on constantly improving their cellular plans and service to accommodate their customers. Your certified agent realizes that all customers do not have the same needs in a cellular phone plan. Cellular 2000 has come up with a family of plans to serve each individual person. Whether your travel plans keep you in the Northern Minnesota area or take you to the 48 states. Cellular 2000 has the plan to suit your needs.

With our plans starting at

just \$24.95 for 150 minutes of local calling, you can't go wrong. Even if you already have a Cellular 2000 plan you can move around and switch plans as your needs change

What are Cellular 2000 promotions for the upcoming months? Well, we want to start by giving you up to \$200.00 off, when signing up for a 24-month contract and qualifying plan. Credit will be applied to your account after 24-months of on-time payments (not redeemable for cash). That's almost 6 months of cellular service!!!

That's not all, Cellular 2000 is

also offering FREE WEEKENDS and LONG DISTANCE FOR LIFE (on qualifying plans) for only \$1.00 per month. Also, check out the NEW Motorola V60t phone. One of the smallest phones available.

Stop in or call to talk to one of our experienced sales people, we can solve your communications needs with a new cellular phone.

-Valeri Beaver

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EXPANDING YOUR COMMUNICATIONS OPTIONS

KENWOOD



You must be asking yourself, how can Rogers Two Way Radio possibly expand your communications options

when we have so much to offer now? Well, there are several ways. One way could be a "same brand" expanded line, or another could be a completely new product line. We chose to offer an additional brand, Kenwood. That's right, Rogers Two Way Radio is now offering Kenwood two-way radios, as well as Motorola.

The Kenwood line is distinctive in its quality and gives you a different price point to consider. Although we will remain primarily your Motorola store, we felt the need to give you, our most precious commod-

ity, additional options and features. The Kenwood products offer excellent price to quality value. They also have exciting new features that make two-way communication more efficient, and affordable. Please call or email



look forward to solving your communications needs.

Everyone at Rogers Two Way

our sales department for more specific details and quotes on how this new brand can help you do your job better. We at Rogers Two Way Radio

Radio would like to thank all of our customers for their past patronage and look forward to doing business with you in the coming future.

-Todd Raymond

traymond@rogerstwoday.com

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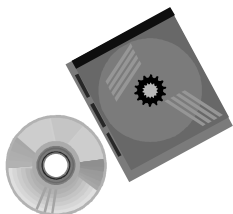


Attention: MIS/IT Departments



Ever have a sinking feeling when you are away from the office that something is amiss? Want to check up on that server that has been a little flaky

lately? Want to know of a problem before your phone lights up with angry users? Roger's Two Way Radio is producing a CD-ROM with **FREE SOFTWARE** and a simple, easy method to keep an eye on the health of your computers!



The CD will be released very soon. We'll be happy to send it to you **FREE** when you supply us with your mailing address.



If you like, we will arrange a personal demonstration for you. If we do it at your office, we can install the software on any modem-equipped or Internet-connected workstation, set up monitoring for your systems and **SHOW YOU** how easy and helpful this is.

OK, OK - how much? Up front costs to monitor up to 10 systems: Less than \$175, monthly less than

\$25. Monitor 1000 systems for less than \$25 monthly and \$275 one-time.

Call our office and request the "IT CD", or send an e-mail to: jsimmons@rogerstwoday.com. If you would like a demonstration, e-mail or call me personally for an appointment.

-John Simmons

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Communications Technology
for the Serious User

ATTN: MIS DEPARTMENTS

See page 3 for important information!!

Visit us on our web
page!!

www.rogerstwoway.com

End of the Season Sale!!

**Astrostarts
10% off!!**

CALL FOR DETAILS

**Night and weekend
appointments only
for discount!!**

Expires: August 31, 2003

Expires 6/30/03

-Valuable Coupon-



20%

Battery Blowout Sale!!!!
All in-stock Motorola batteries
20% off.

Good only at Roger's Two Way Radio, 102 Lincoln Avenue, Bemidji MN 56601

**No cash value, non-transferable and while supplies last