



COMMUNICATIONS

December 11, 2012

SILKE'S PUSH-TO-TALK NETWORK GROWING QUICKLY *FleetNet Digital Network Popular Choice for Push-to-Talk Users*

Industry pundits and reporters have been watching the push-to-talk scene closely lately, as Sprint/Nextel makes changes to its push-to-talk systems and fees. A fall announcement that it will begin to charge push-to-talk users for unit rentals has been characterized as a move to encourage push-to-talk customers to migrate from the legacy Nextel iDEN network, which the company says it plans to shut down on June 30, 2013 in order to re-assign spectrum to its send-to-end (mobile) network users.

The changes aren't a surprise, considering the company's heavy focus on mobile phone users. They probably, like many, consider the radio market not worth serving.

"They're wrong, as Silke's growth demonstrates," says Jim Silke, Jr. "There's tremendous need for push-to-talk services, which is why public safety, construction, service industries and enterprise continue to rely on them -- and why we're constantly expanding our services and networks. We have built almost a 50 year history supporting the dispatch needs of our clients and will continue to do so into the future."

The networks aren't being fully eliminated, it appears, but in the case of Nextel customers, they're being encouraged to move from iDEN to a CDMA network. "That's a high frequency network, and it operates around 2GHz," explains Silke. "For radio, that's not as good and coverage is likely to suffer."

The other drawback to CDMA is that it requires system verification each time the user picks up to talk. That makes sense in some ways, but conducting this "virtual handshake" can stall initiation significantly. "With an iDEN the handshake takes milliseconds just like our FleetNet™ Digital service. CDMA takes seconds. And there's routinely tremendous variation, so the CDMA user doesn't know what to expect," Silke says.

For more information, visit www.silkecom.com.