



October 2013

SILKE OFFERING NEW TOOL TO INTEGRATE RADIO BENEFITS FOR SMARTPHONES

Every so often, we're approached by a customer who is using cellular technology but wishes it came with radio's push-to-talk capabilities. Recently, AT&T launched a solution that we anticipate will address this request. The AT&T push-to-talk solution utilizes an app that transforms your one-to-one cell service and smartphone to a one-to-many device.

"It allows your smartphone to pretend to be a radio," describes Silke's Andy Kittel. "We don't see it replacing radio, because cellular is much more expensive, and coverage isn't the same. But it's one way we can enhance our service offerings for customers who want the ability to integrate their devices."

Current FleetNet™ Digital subscribers will also appreciate the tool, as it allows access to the FleetNet network from a smartphone. It also connects to systems nation-wide. "We can see the ease this would provide for a manager who is on the road without radio equipment, yet who needs to communicate with his whole team," Kittel says.

If you require cross platform functionality, ask us for help. We can assess the pros and cons of the technology combinations – as they apply to your particular communication needs. If you choose AT&T's offering, we can get you set up; Silke is now an authorized dealer for AT&T PTT services. To learn more, contact 855.GO.SILKE or email info@silkecom.com.