

The Wireless Messaging Newsletter

FRIDAY - SEPTEMBER 16, 2005 - ISSUE NO. 180

Dear friends of Wireless Messaging and Paging,

I believe the next few paragraphs will be the most important words that I have ever written in my nearly fifty years' work in radio communications. I hope that doesn't sound too grandiose or overly dramatic, but I really think that **we**—that is you and I—have a unique opportunity to draw public attention to the fact that Paging can immediately solve two of the big problems facing the United States (and other countries as well). They are:

- How to **warn the general public** about hurricanes, tornados, earthquakes, and terrorism. (Keeping them informed after the event, about rescue efforts is also very important.)
- How **emergency communications** can be conducted among the many different local, state, and federal agencies that use incompatible radios.

The short answers are:

- **One-way Paging** to warn the general public.
- **Two-way Paging** for early responders.

I hope that our government has learned a painful but important lesson from Hurricane Katrina—that we **MUST** do more to protect the lives and property of our citizens!

Interoperability has been a big joke. Some government bureaucrats want to design a wonderful new nationwide communications system that will do everything you can think of—full duplex data, streaming video, voice, text, GPS-tracking—you name it. Just think, they could design such a system to government specifications, have a big public bid, award the contract, and then the bid winners could manufacture and build-out a new nationwide radio communications system. If they really hurry, they could probably have it finished in five or six years and it would only cost ten or twenty billion dollars. (Probably more, remembering those \$600 hammers



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Why Paging? — A Review

Why is One-way Paging is the **BEST** technology to use when it is necessary to alert many people in a short time?

- Because of "**group call**" — a feature of Paging that allows us to alert almost an unlimited number of people with one-single-radio transmission (to a common capcode). For example, with Paging a message can be sent to a million people in the time it takes to make two or three telephone calls.
- Because of "**simulcasting**" a feature of Paging that allows the same radio message to be broadcast over multiple transmitters simultaneously — (*simultaneous + broadcast = simulcast*) meaning that a radio Paging signal generally has much better penetration into, under, and around buildings and is less likely to be blocked by obstructions since it will be coming to the Pager

and \$1200 toilet seats.)

Or . . . we could use a proven technology that is already deployed coast-to-coast. **One-way Paging** is by far the fastest, least costly, and most reliable way that we have to warn millions of people about danger. We know that no telephone—neither cellular nor wireline—will work when everyone tries to use them at the same time. We also know that **One-way Paging** systems work just fine when you want to send a message to everyone on the system at the same time. Technically, we call it "group call to a common capcode." It's easy for **One-way Paging**. No other technology can do that. Traditional broadcast radio and television come the closest but their ability to network and cover the whole country is limited, complex, and costly. Even "reverse-911" systems, that claim to be able to call out from a 911 call center to alert everyone in a given area using regular telephones, make no sense when you need to notify over a million people in one minute. We can do it while they are still thinking about it.

And what about the heroic efforts of all those people who are willing to go in and help? It was reported yesterday that there are so many armed law enforcement officers in New Orleans that there is great concern that they might start shooting each other. They can't tell the good guys from the bad guys and many of their radios are on different frequencies so they can't talk to each other. What about whole rescue teams that were not allowed to enter the disaster area and had to wait for two or three days to get "permission" to enter—while more people died? Is it too much to ask that all of these efforts be coordinated?

My friend Barry Kanne wrote an article last year: [Fully Interoperable First Responder Alerting System Based on ReFLEX Two-Way Messaging Technology](#) that tells how to solve this problem. In my opinion, it is still the best paper on the subject.

I am going to repeat the graphic, immediately following this section, that I ran last week of the **InfoLink** receiver that is being used in Israel as a warning device. I recommend that it be mounted on the wall of every home, school, and business like a smoke detector. We could call it a "**threat detector**."

Please read the statement from FCC Chairman Kevin Martin that follows below. He is " . . . establishing an independent expert panel composed of public safety and communications industry

from several different directions.

- Because of the fact that Paging systems **cost a fraction of other technologies** like cell phones.
- Because Paging transmitters can be individually controlled over **satellite links** and they do not need a physical land line running back to the control point (like the fiber-optic networks used in cellular telephone systems).
- Because Paging is a **mature technology**. It has been refined and perfected over many years and it works very well. It is here today and available to be used **RIGHT NOW**.

Help Spread The Word!

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representatives that will be charged with reviewing the impact of Hurricane Katrina on the communications infrastructure in the affected area. The panel will make recommendations to the Commission regarding ways to improve disaster preparedness, network reliability, and communication among first responders such as police, fire fighters and emergency medical personnel."

I wholeheartedly support the FCC Chairman in this effort, and hope that this panel's recommendations will not be just another report that gets read and then put away without much action being taken like *The 9/11 Commission Report*.

So why then are **these words so important?** Because if we can get representatives from the Wireless Messaging Industry on that panel, we might be able to convince the Commission that we can solve these problems "faster-better-cheaper" than anyone else. I think they are ready to listen. I am trying. Can you help me? We need a voice on that panel.

Now on to the rest of the news and views.

HOMELAND SECURITY ALERTING

InfoLink

Homeland Security Alerting Device



Note: This product is not being offered for sale at this time. This presentation is for information only.

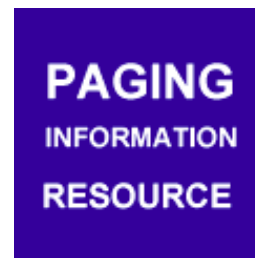
UNTIL NEXT WEEK

Well, that's all for this week.



Brad Dye
WIRELESS DATA CONSULTANT

P.O. Box 266
Fairfield, IL 62837 USA



Skype: braddye

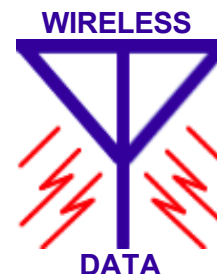
Telephone/Fax: 618-842-3892

E-mail: brad@braddye.com

Web: [Consulting page](#) ← MAY I HELP YOU?

With best regards,

"Do not be overcome by evil, but overcome evil with good."
—Romans 12:21



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