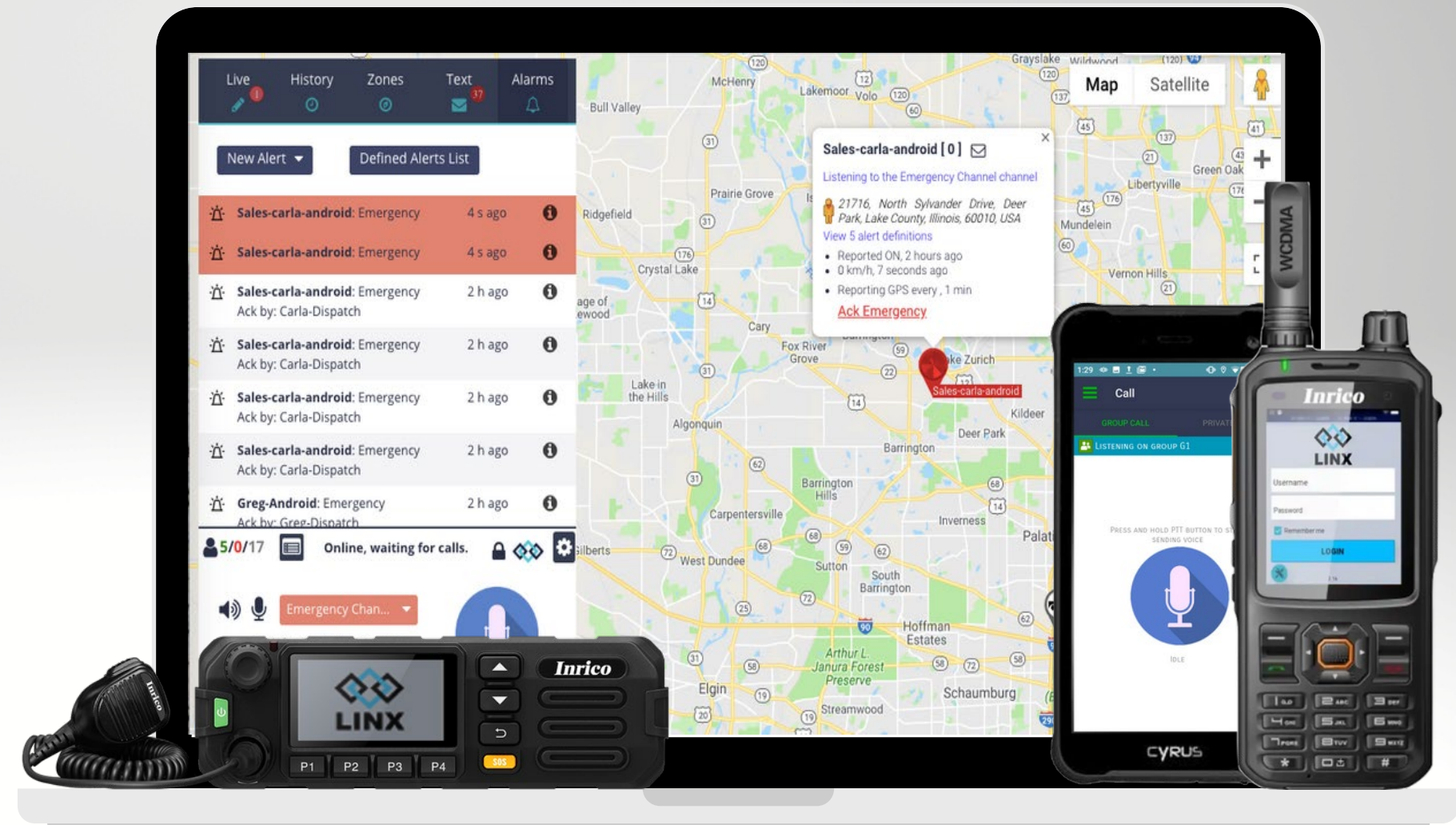


# Push for More than Push-to-Talk





# Agenda

- Product Overview
- Benefits
- PTT Criteria
- LINX Features
- Pain Points
- Packages & Pricing
- Business Model
- Business Funnel
- Partner Information

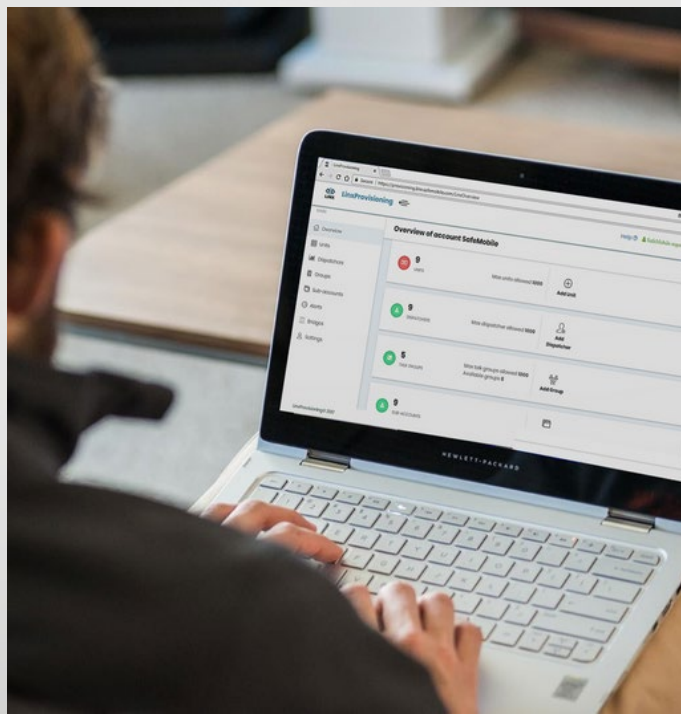
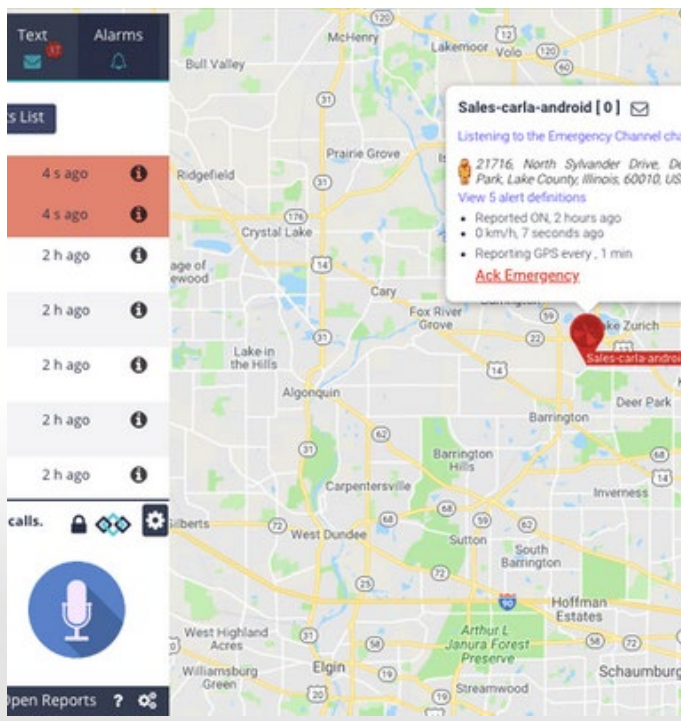
# LINX

# LINX Overview

LINX consolidates communication, tracking and safety technologies into one, easy-to-use solution.

Using broadband and Wi-Fi, IP connectivity stretches coverage to nearly all areas worldwide.

Push for More than Push-to-Talk



## MOBILE APPLICATION

- Instant PTT over broadband, SMS, GPS, security features, and more.
- App deployed either on ruggedized, enterprise, or BYOD Android/iOS and PoC radio devices.

## DISPATCHER

- Desktop PTT, Live Mapping, Alerts & Alarms, File Transfer, Recording, Zones, Messaging, Historical Trails, Reports and Analytics

## PROVISIONING

- Users Permissions, Hierarchy, and Field Commands are monitored and maintained within LINX provisioning systems.

# KEY BENEFITS

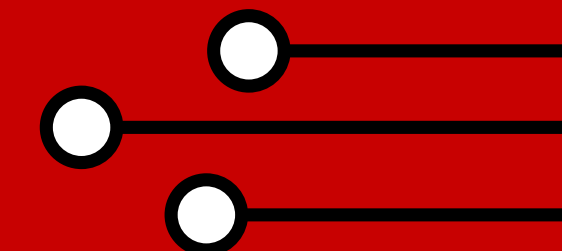
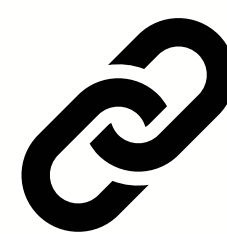
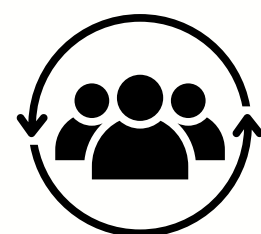
Improve team collaboration & efficiency

Reduce communication system costs

Expand coverage beyond radio, link multiple locations

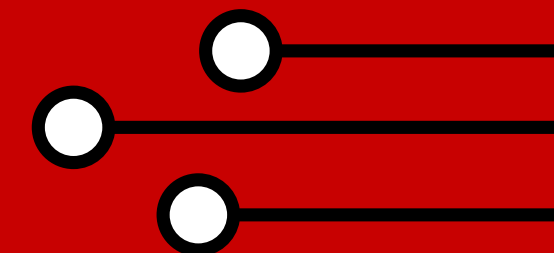
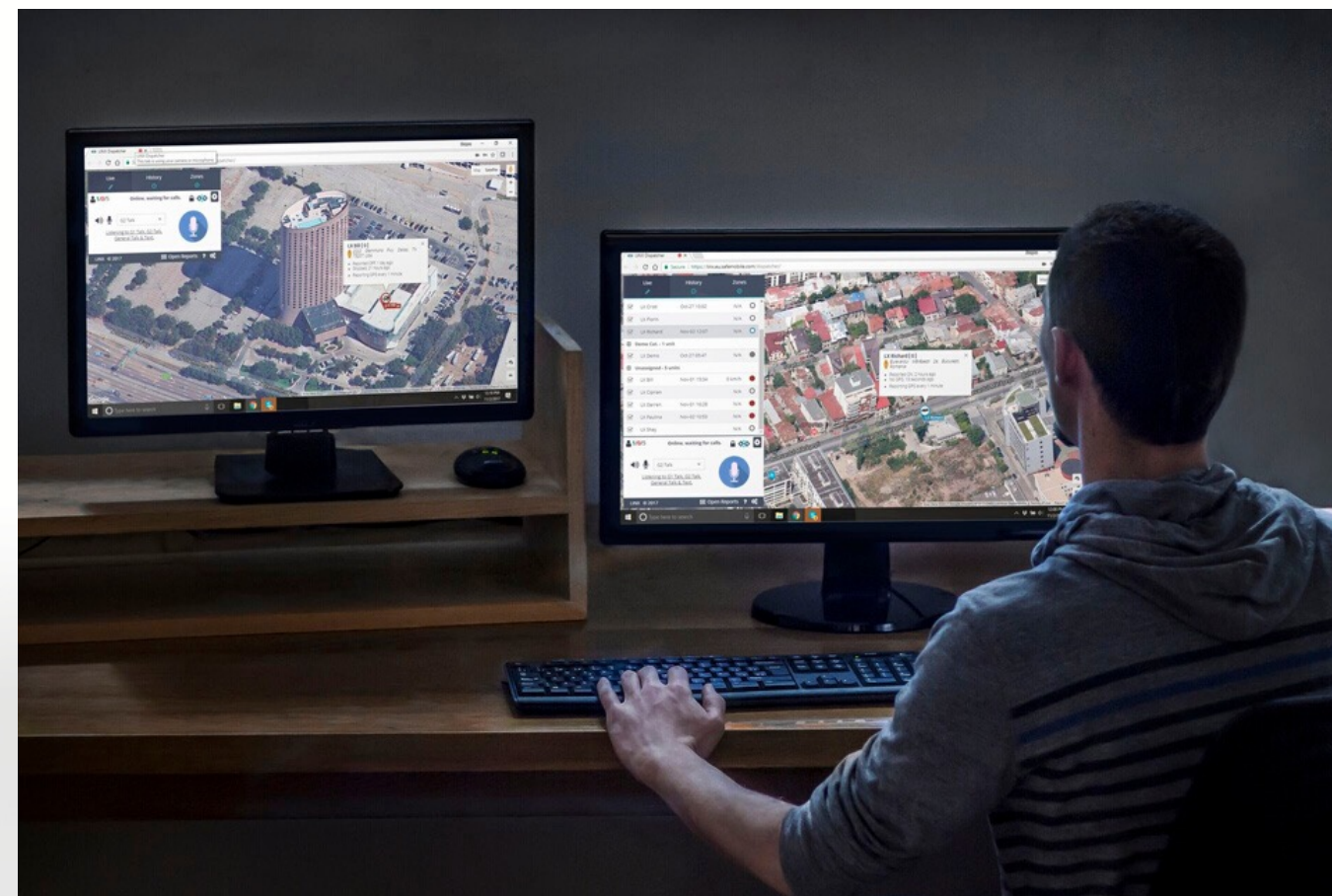
Minimize incident response time

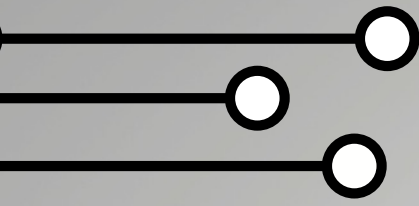
Get up and running out of the box



# Criteria to Select the Right PTT Solution

- ✓ Carrier/Network Agnostic
- ✓ Supports Android & iOS
- ✓ Banking Grade Encryption
- ✓ Managed Groups
- ✓ Join PMR/LMR group calls
- ✓ Dispatch console to monitor activity





# LINX FEATURES

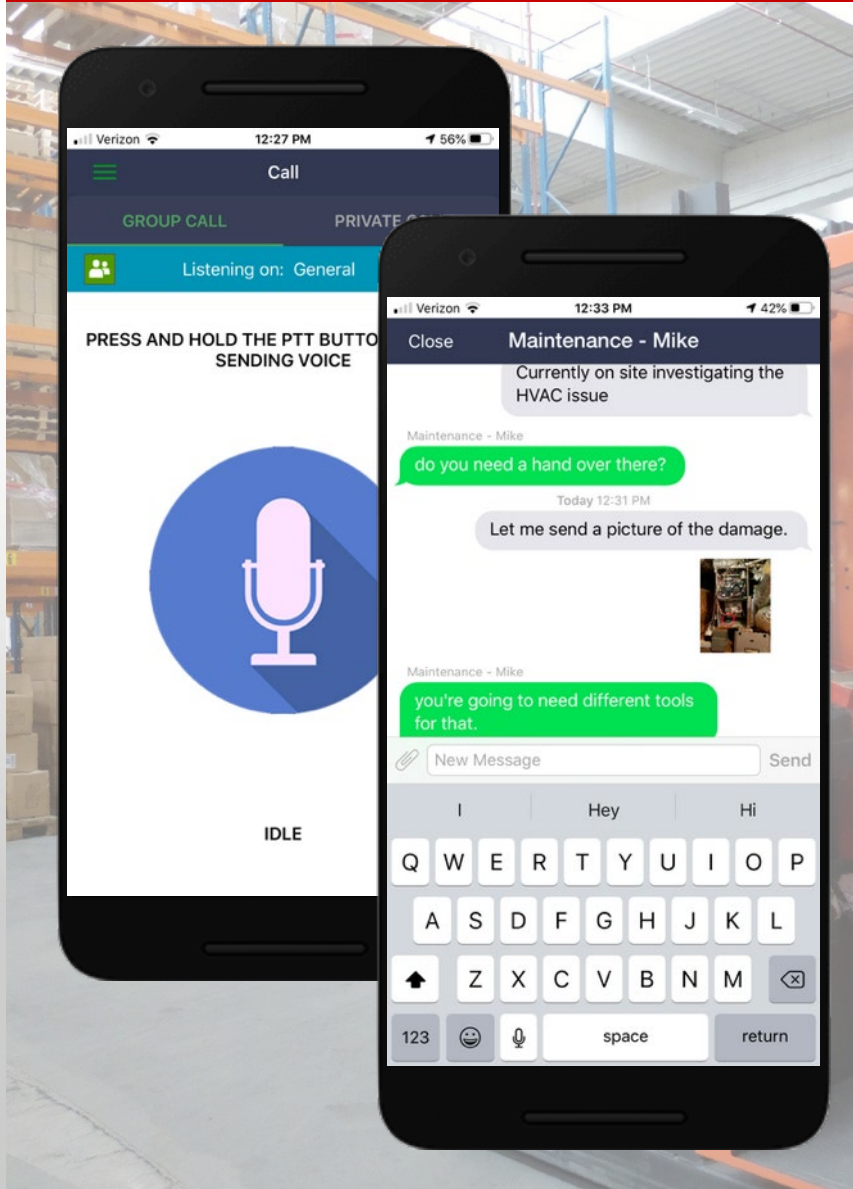
## MOBILE

- Private call
- Group call
- Call Priority
- Live Map & GPS Tracking
- SMS and File Transfer
  - Send & receive video up to 100Mb
- Worker Safety
  - Built-in SOS buttons
  - Man Down/Lone Worker
  - CYRN Panic Button
- Real-Time Updates
- Speeding alerts
- Call Recordings/Playback
- Vocal Notifications (text-to-speech)

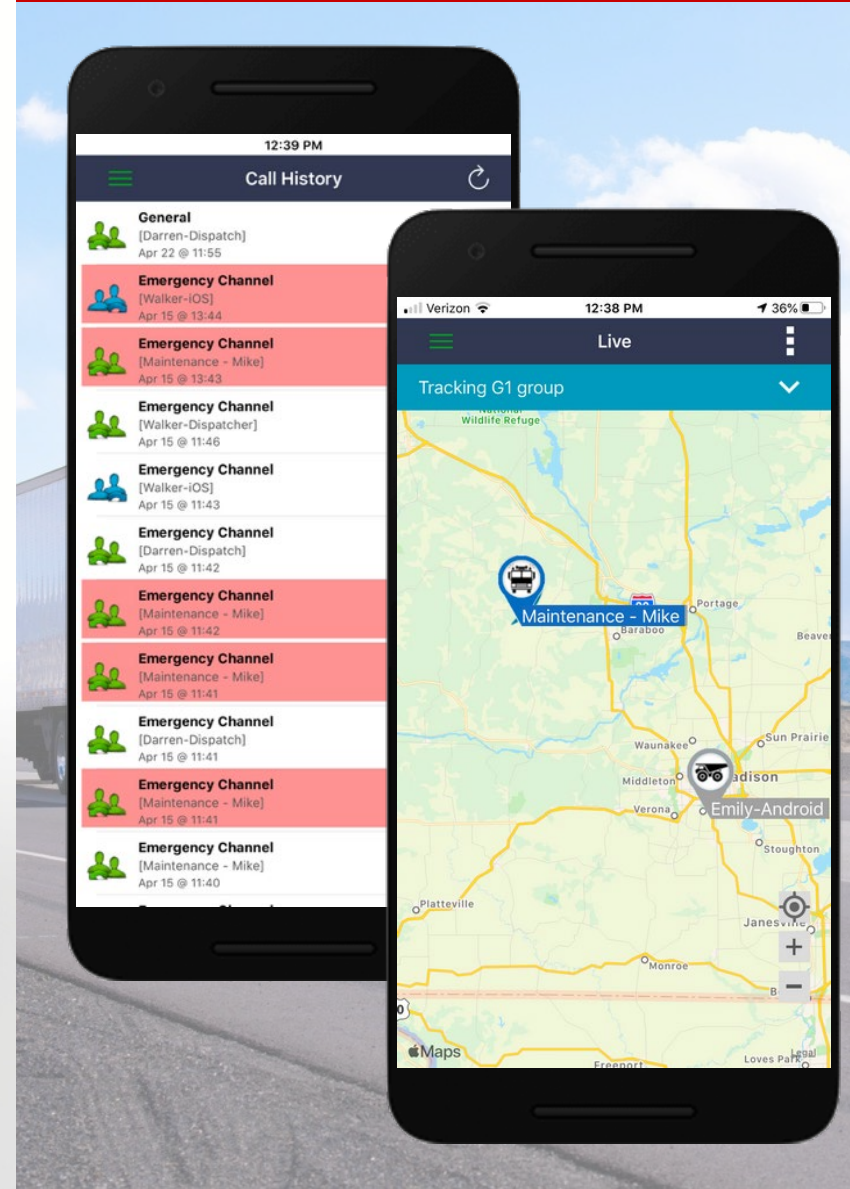
## DISPATCHER

- Private call
- Group call
- Ad Hoc group call
- Multiple call handling
- Asset Tracking & GPS Dispatch
- User display status
- Tracking & Playback
- Zones & Landmarks
- Alerts, Alarms & Security
  - Units in distress displayed instantly on dashboard
  - Indoor Positioning via BLE beacons
- Live global coverage
- Analytics & Reports
- Battery life monitoring

## TALK & TEXT



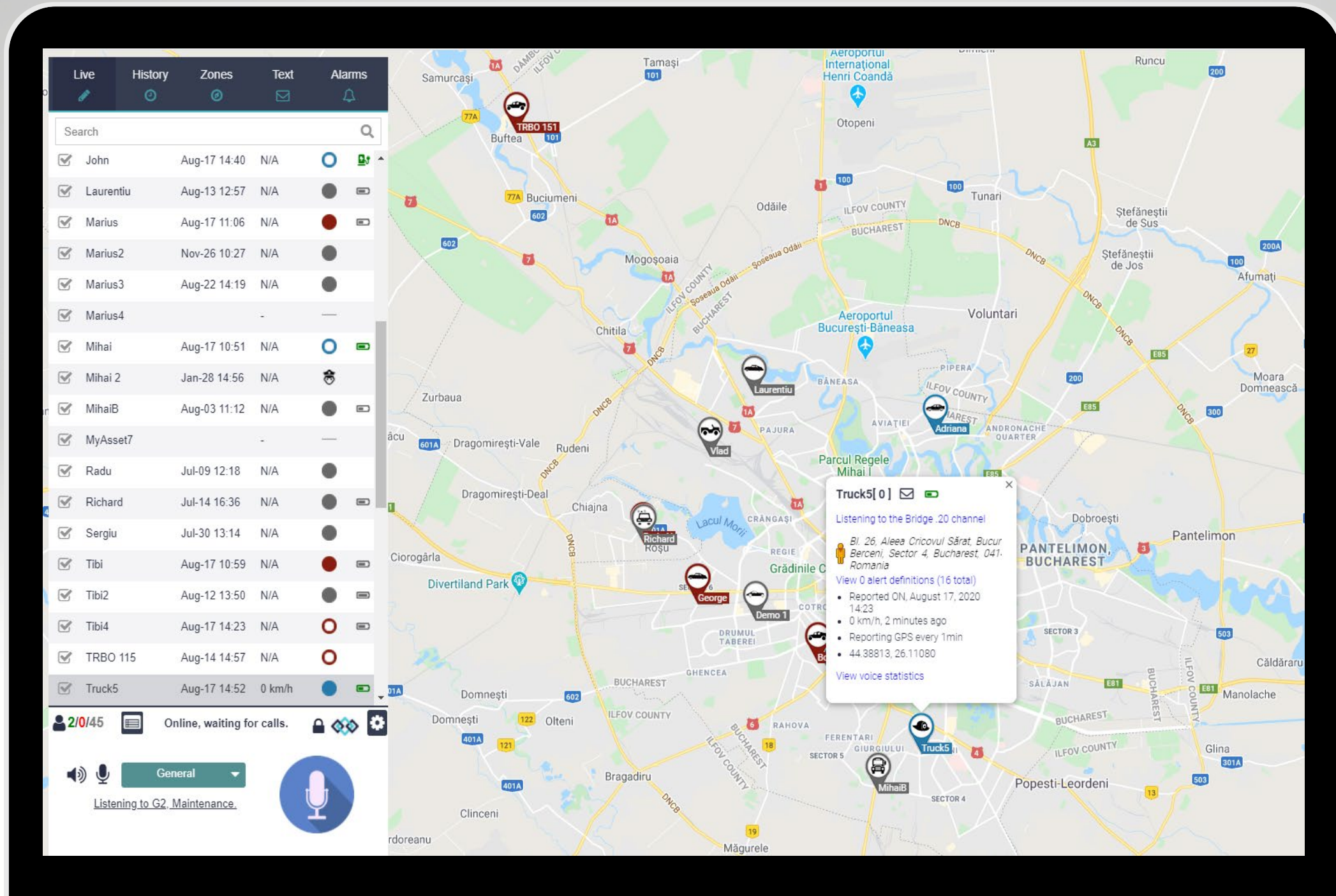
## TRACK



## SEND ALERTS

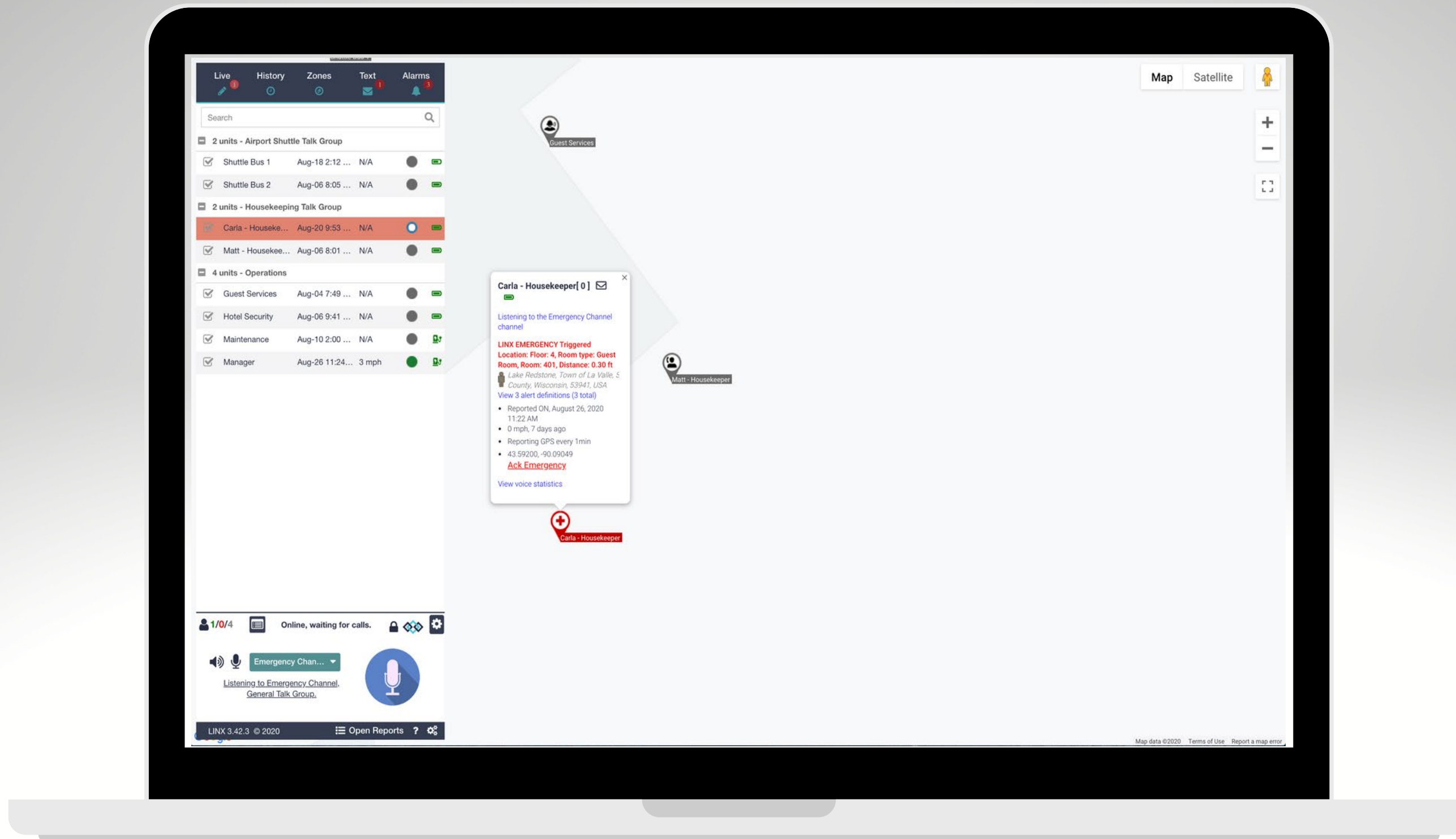


# MOBILE APPLICATION

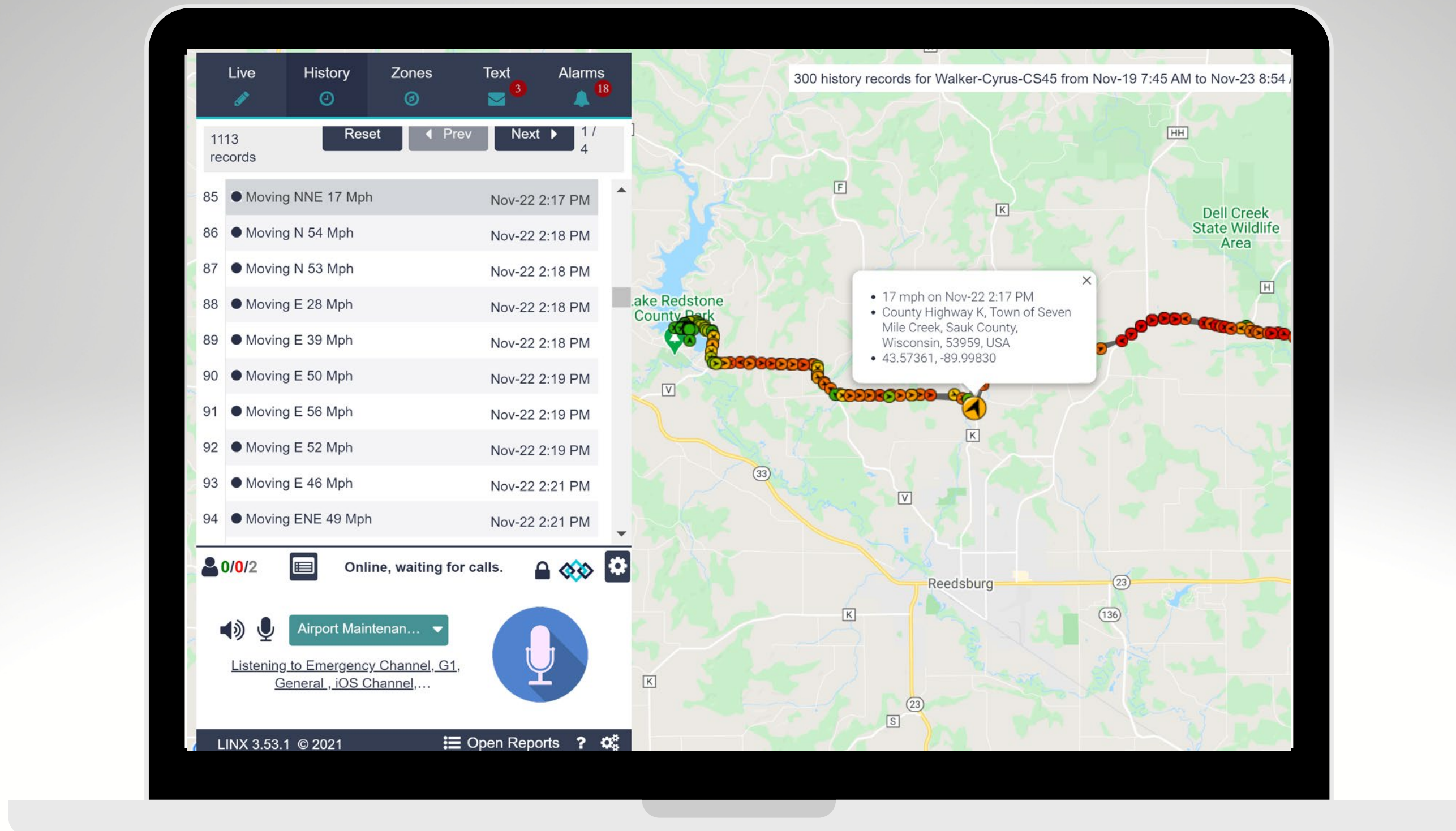


# DISPATCHER — GPS TRACKING

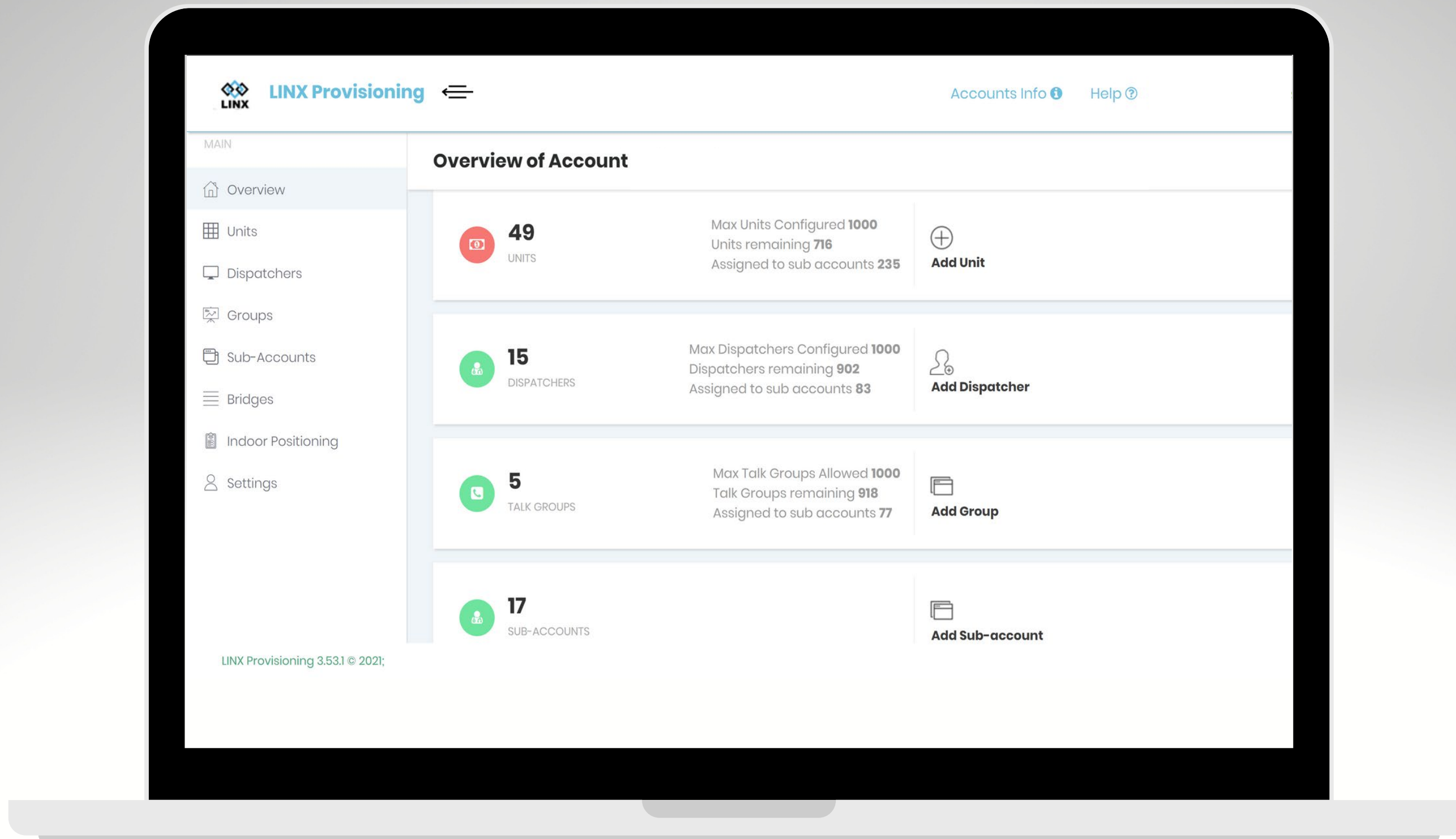




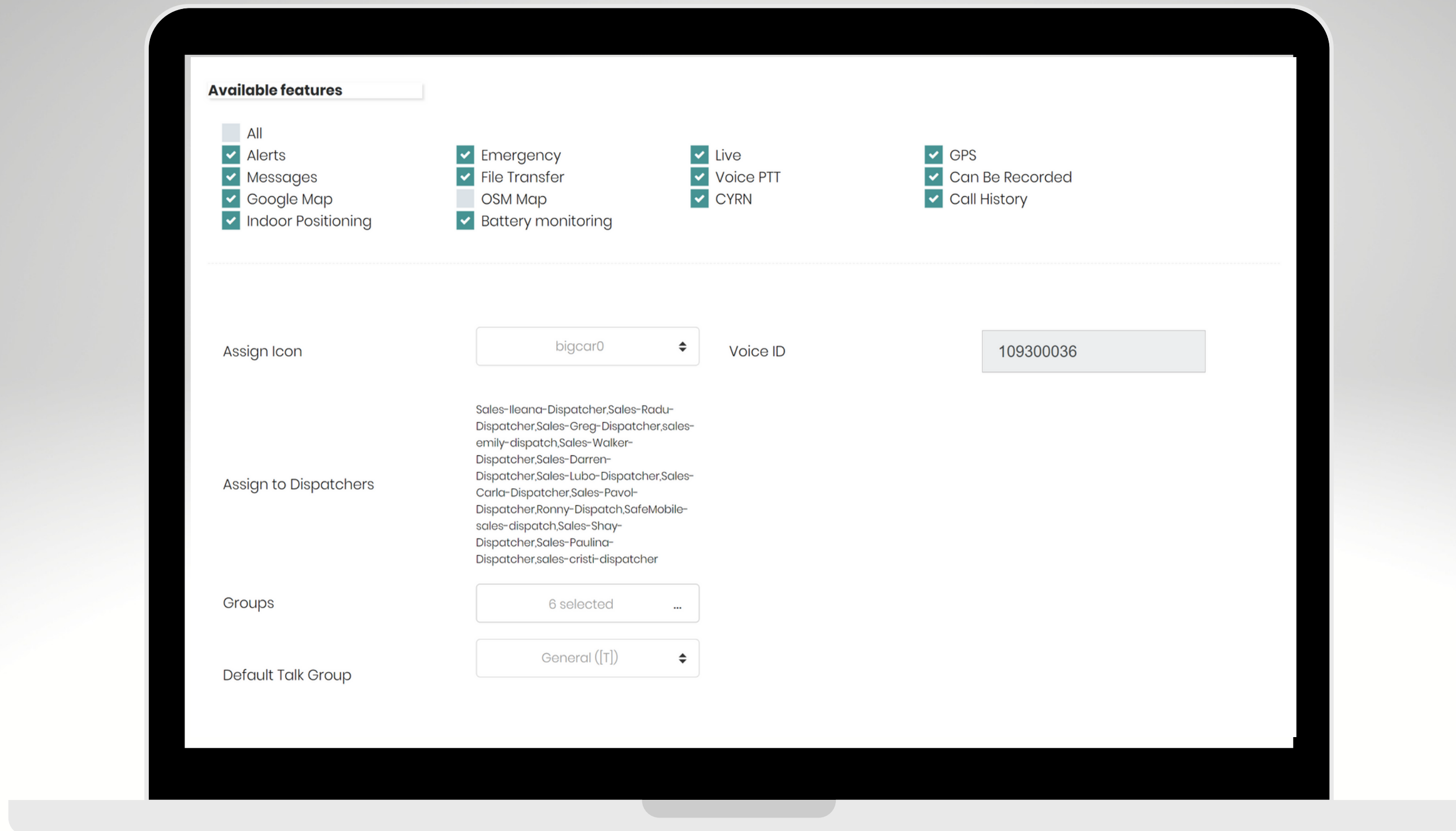
# DISPATCHER — INDOOR POSITION



# DISPATCHER — ROUTE HISTORY



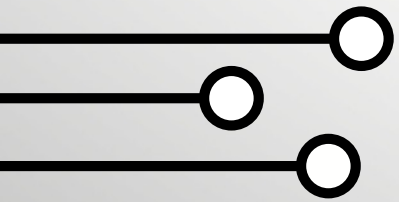
# PROVISIONING—DASHBOARD



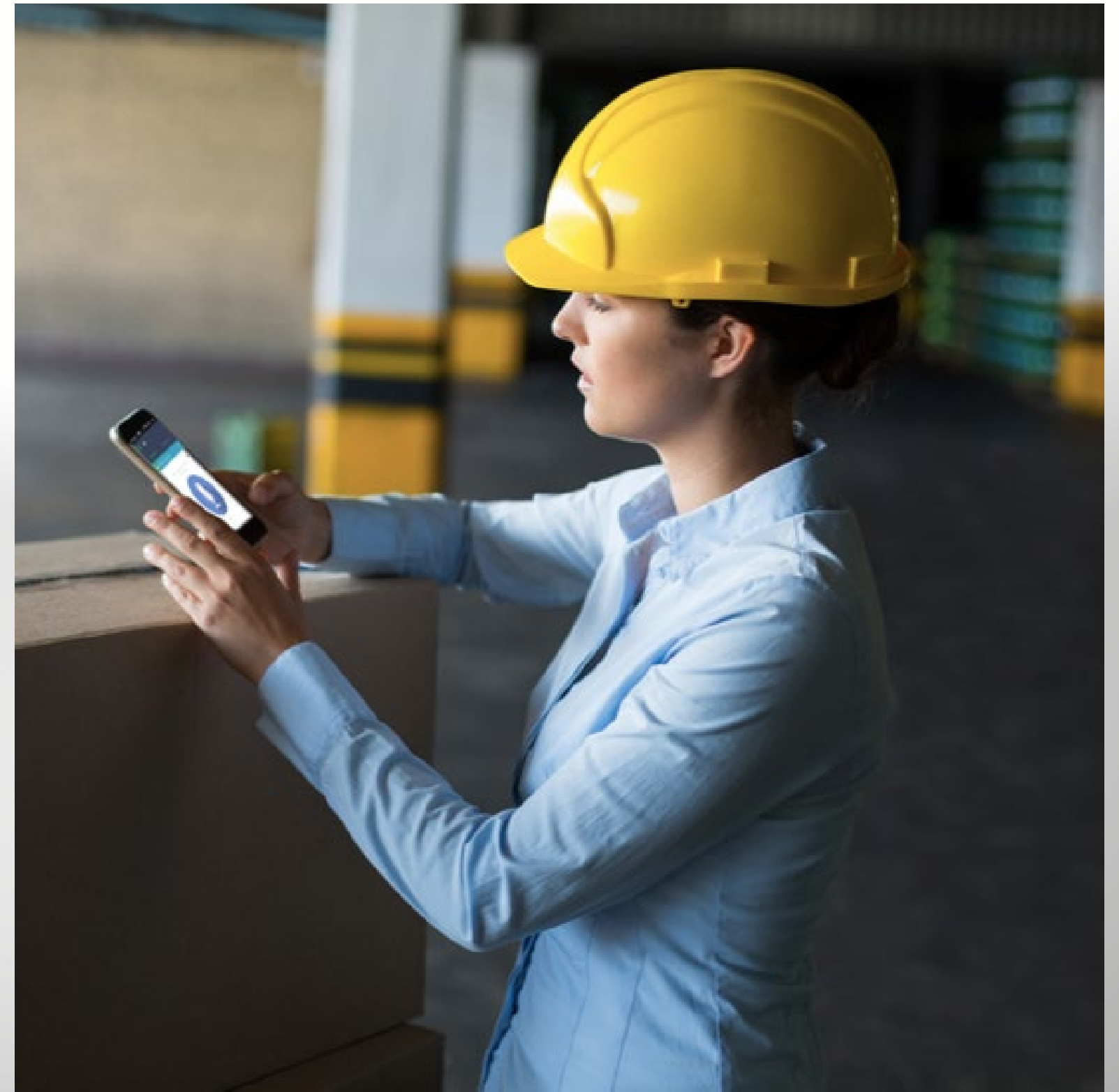
# PROVISIONING — OTA FEATURES

# Pain Points by Industry

—and how LINX solves them



PUSH FOR MORE THAN PUSH TO TALK



# Private Security

## Pain Point:

- Reliable communication
- Live presence on map, geofences and points of interest
- Emergency alerts

## LINX Use Case:

As a Private Security Manager, I need to know where my guards are at all times and to be notified if a guard leaves his assigned point of interest. I also need proactive emergency alerts should the guards be injured or unresponsive.



# Energy

## Pain Point:

- Reliable communication
- Dispatch functions
- Worker safety

## LINX Use Case:

As a Rig Manager, I need the ability to broadcast messages in louder environments to ruggedized devices or radios. I am also responsible for team safety and can use my Dispatcher to monitor emergency alerts and ambient listening channels in real time.



# Transportation & Logistics

## Pain Point:

- Mobile asset tracking
- Driver habit monitoring
- Driver safety

## LINX Use Case:

As a Logistics Manager, I need the ability to track and communicate with my drivers in real time so I can dynamically route trucks during pick-up and drop-off to increase efficiency and keep assets moving.





# Utilities

## Pain Point:

- Worker safety
- Live presence on map, geofences and points of interest

## LINX Use Case:

As a Utility Worker, I need the my equipment to automatically trigger a Man Down Emergency Alert if I fall on the job so my Dispatcher can send the necessary emergency assistance to my location in the event that I am unable to call for help myself.



# Hospitality

## Pain Point:

- Slow inter-department communication
- Employee safety
- Communicating incidents/defects

## LINX Use Case:

As a Hotel Manager, I need the ability to communicate seamlessly between all departments of my staff so I can turn over rooms faster and ensure the best possible guest experience.



# Retail, Campus & Event Management

## Pain Point:

- Group communication
- Emergency alerts
- Live GPS tracking

## LINX Use Case:

As a Mall or Event Security Manager, I need the ability to transmit and receive Emergency Alerts with exact locations so I can quickly assign the closest security and medical personnel to respond to issues and reduce response time.



# & More

## Additional Industries:

- Hospitality
- Healthcare
- Facilities
- Warehousing
- Agriculture
- Manufacturing
- Utilities
- Education
- Security

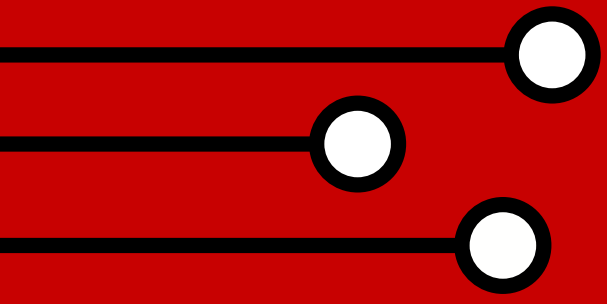
\*Inquire for individual use case information



ONE TOOL TO GET THE JOB DONE



LOCATE. COMMUNICATE.  
COLLABORATE.  
KEEP SAFE.



# LINX— A One-Stop Shop

- One platform for all tools
- One invoice for your customers
- Fast deployment — over-the-air (OTA)
- Inexpensive, flexible, reliable
- No expensive equipment, wiring or IT
- Sales engineering and integration support



# Competitive Advantages

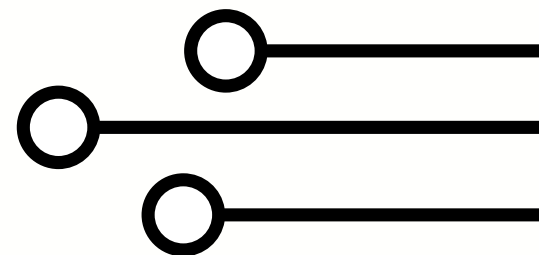
Why LINX?



MINIMAL LATENCY FOR LARGE GROUP CALLS (NO SIP ISSUES)

EMERGENCY ALARM WITH INDOOR POSITIONING

WEARABLE PANIC BUTTON INTEGRATION



# Competitive Advantages

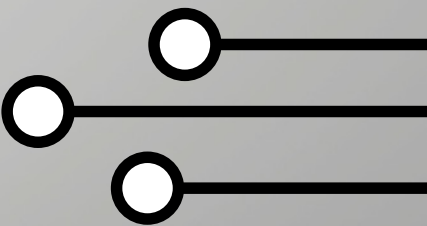
Why NOW?

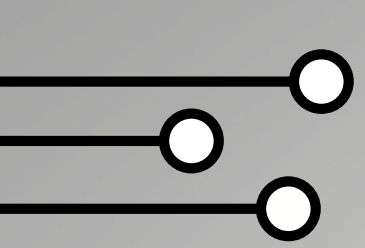


■ FEATURE FORWARD SOLUTION

■ MISSION CRITICAL FEATURES WITHOUT THE MISSION CRITICAL PRICE TAG

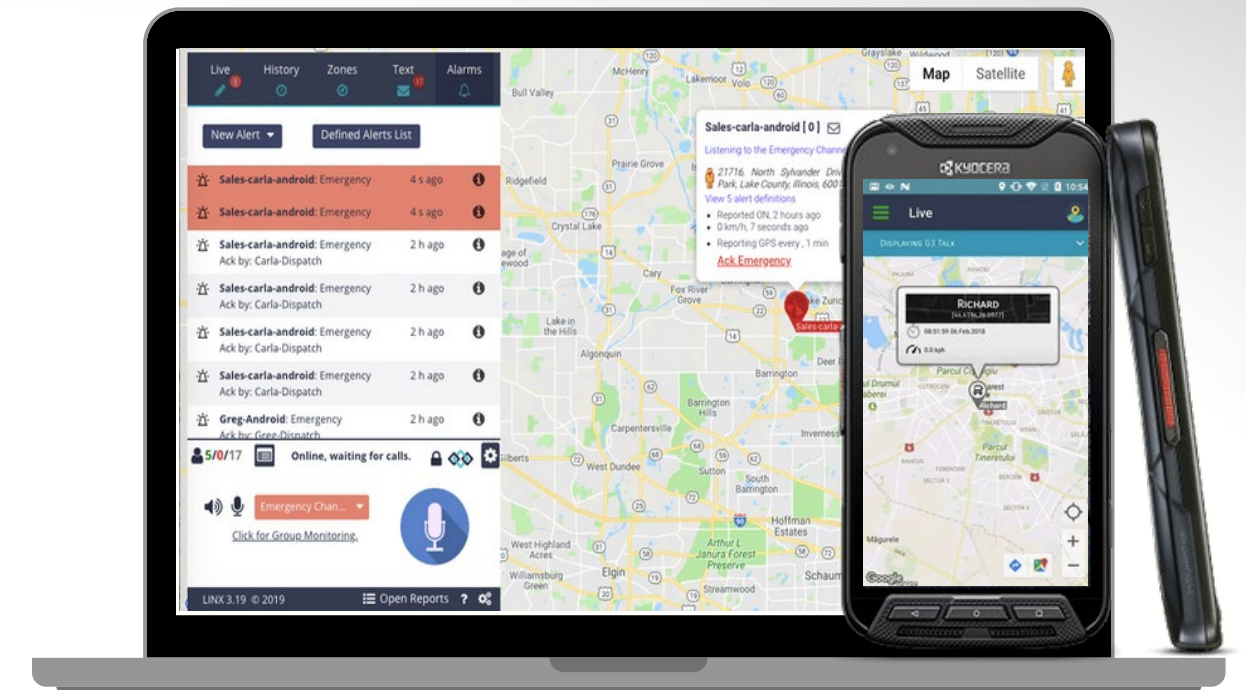
■ ENTERPRISES WANT DIGITAL SOLUTIONS FOR OPERATIONAL EFFICIENCY





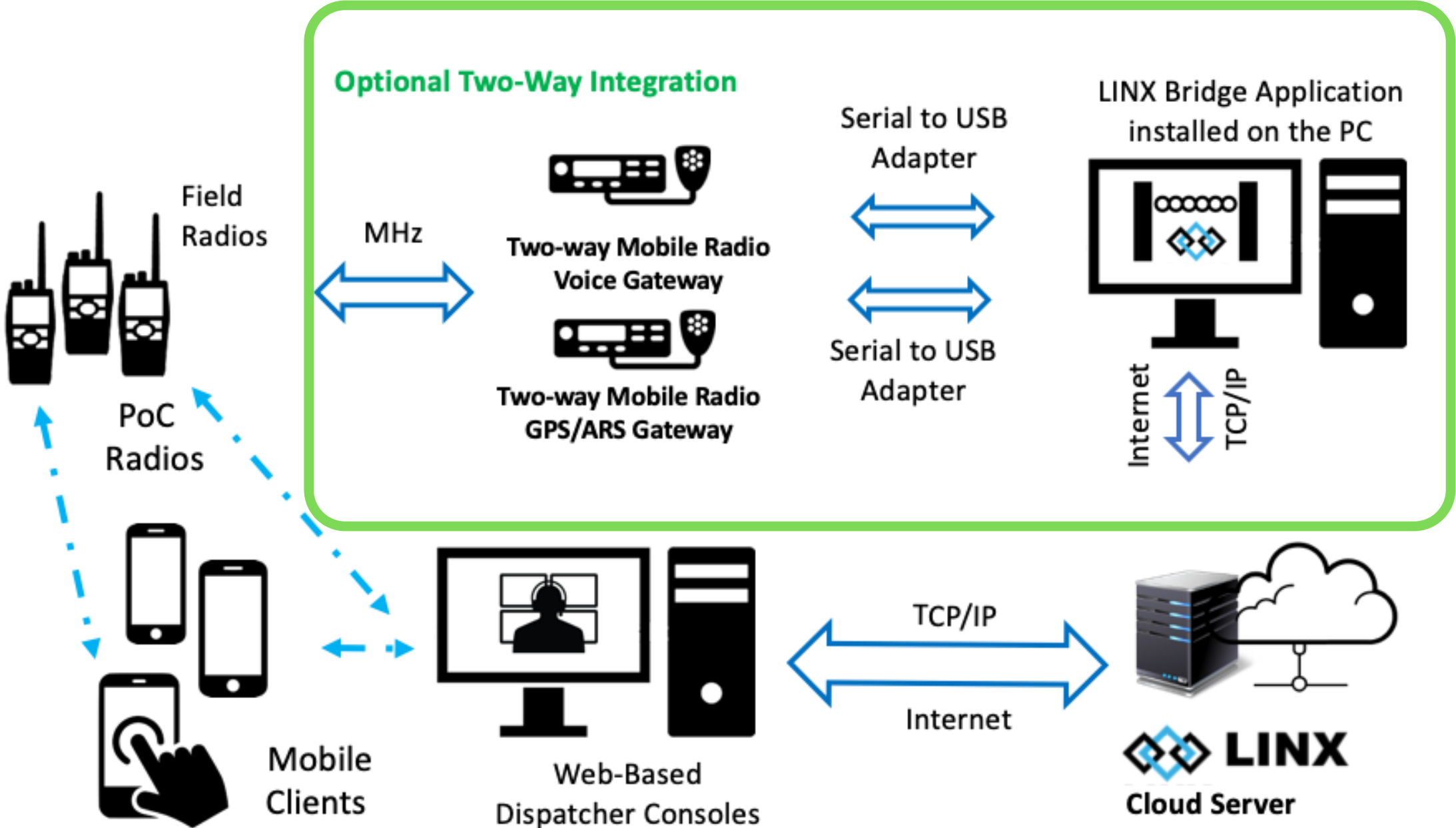
# Product Portfolio

- LINX on Cloud
- LINX Server Solution
- LINX TETRA Gateway
- LINX MotoTRBO Gateway
- CYRN Panic Button



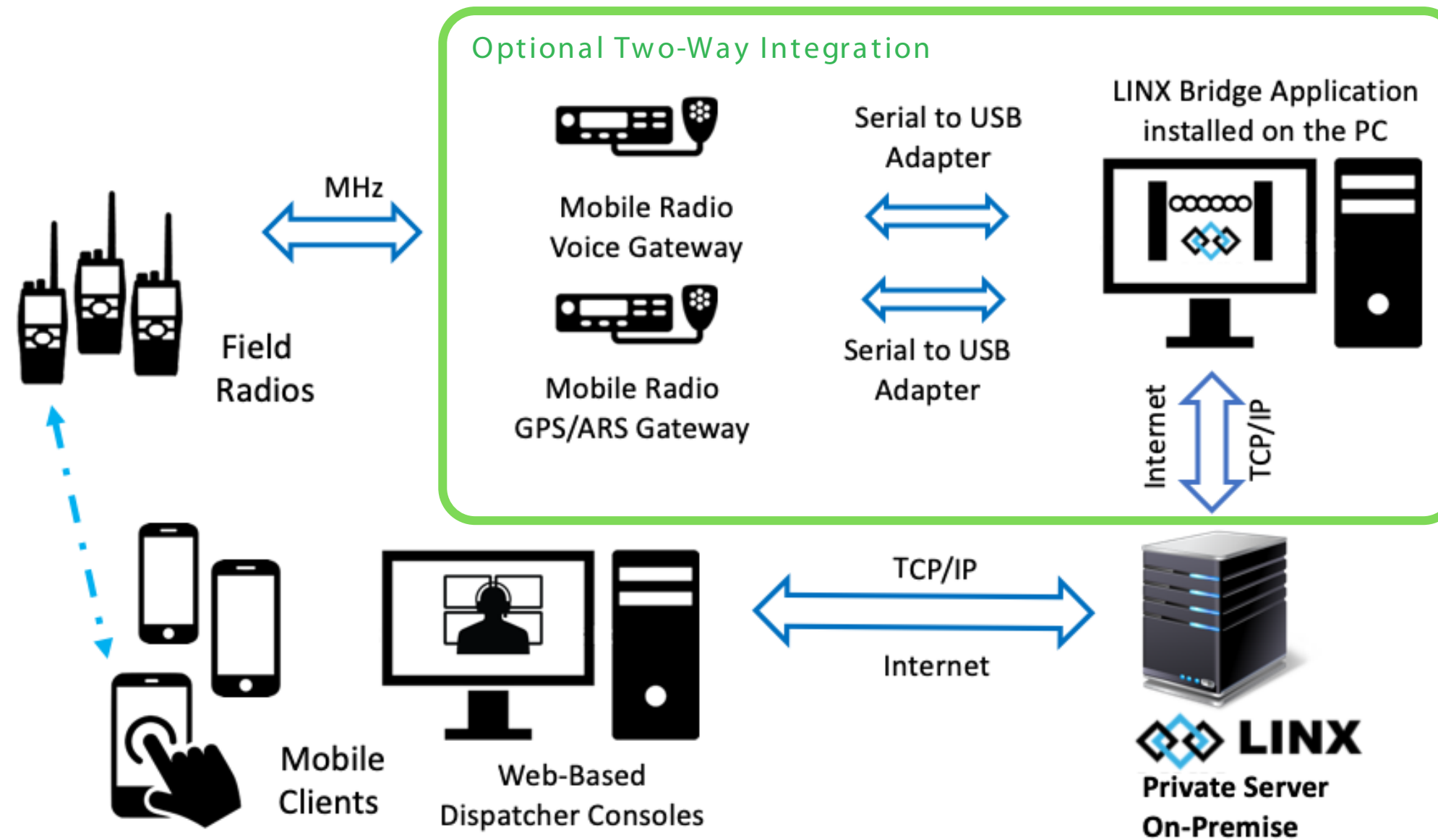


# LINX ON CLOUD

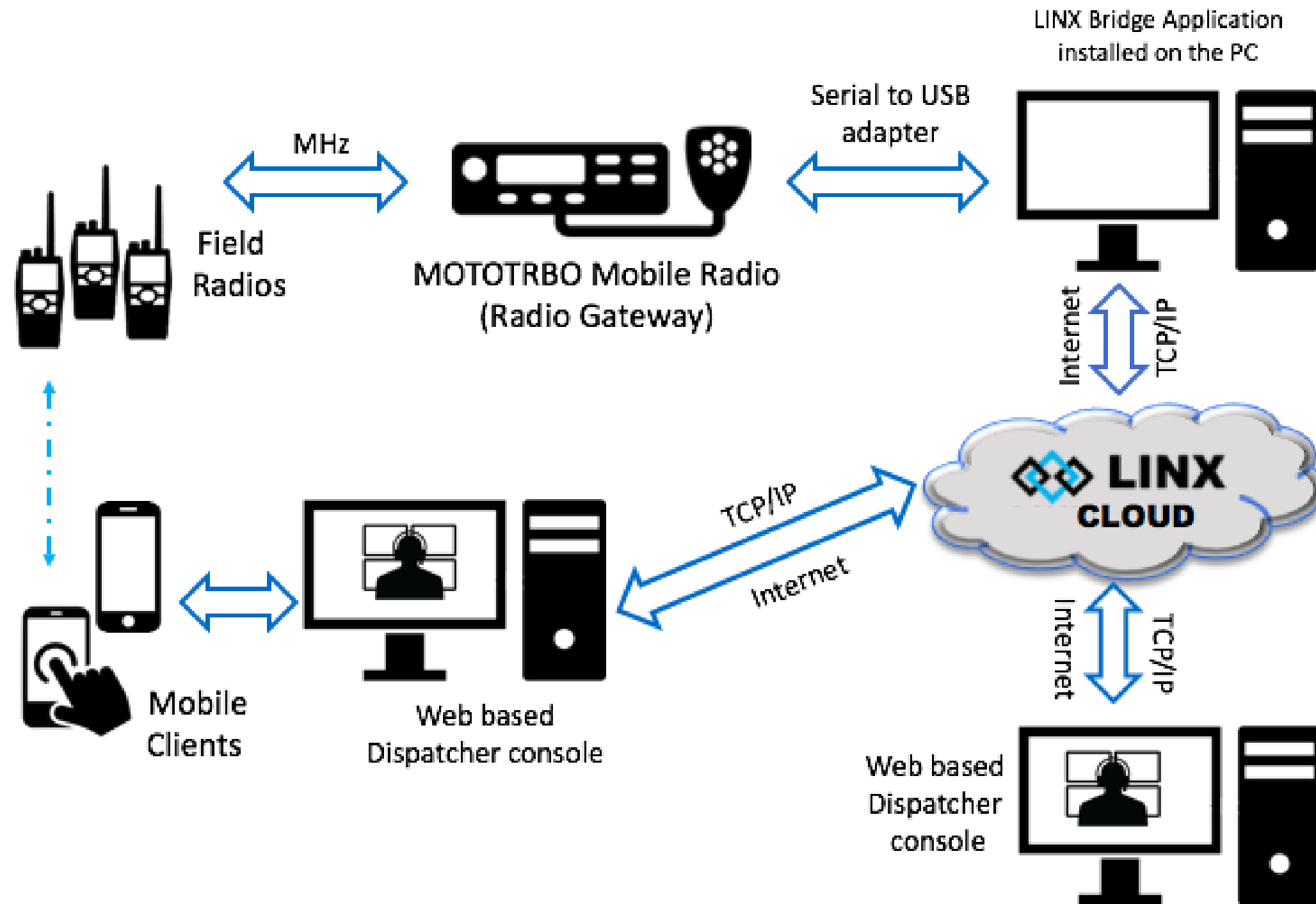


# LINX ON-PREMISE

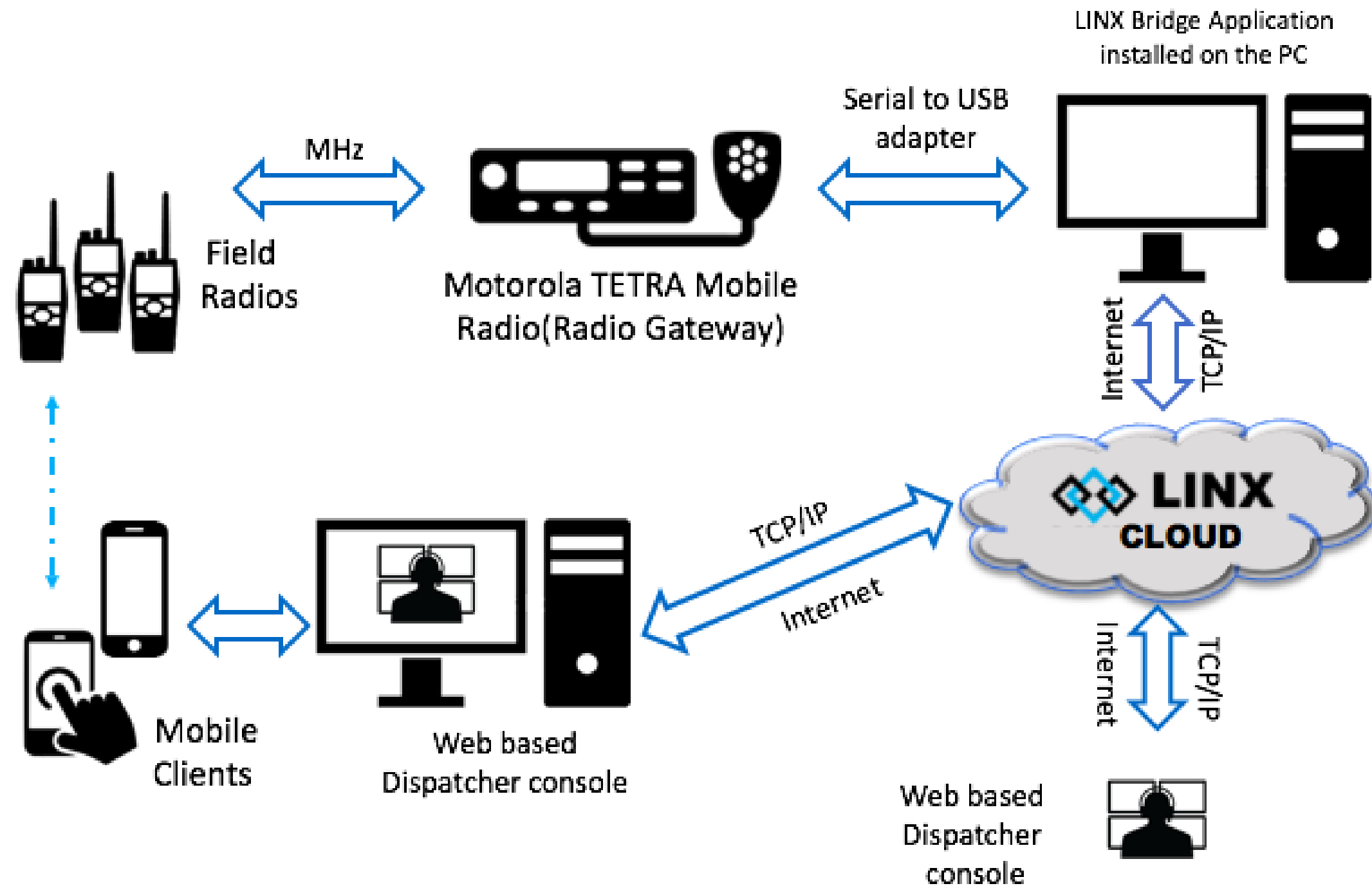
(PRIVATE SERVER)



# TRBO BRIDGE DIAGRAM



# TETRA BRIDGE DIAGRAM



# Devices + Accessories

- Remote Speaker
- Microphones
- Headsets
- PTT Buttons
- GSM Radios
- Smartphones

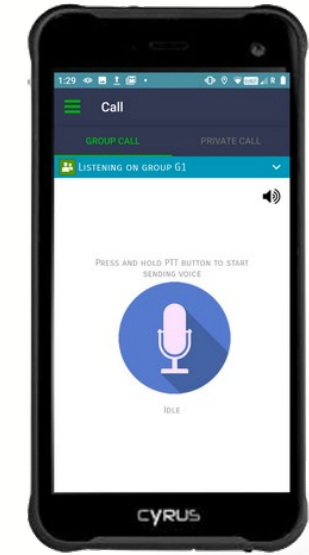
\*Inquire for full list of compatible devices

PUSH FOR MORE DEVICES

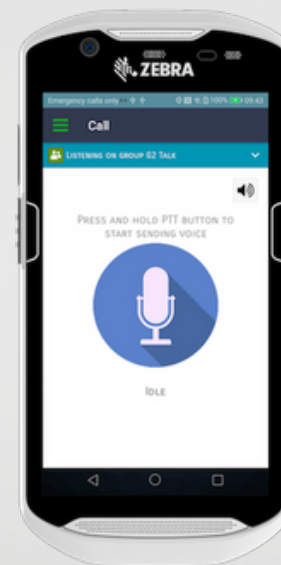
## INRICO



## CYRUS



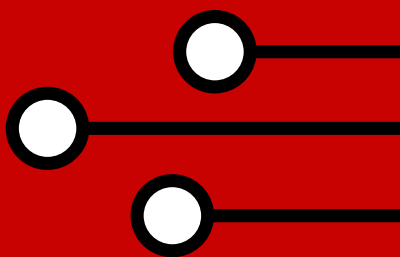
## ZEBRA



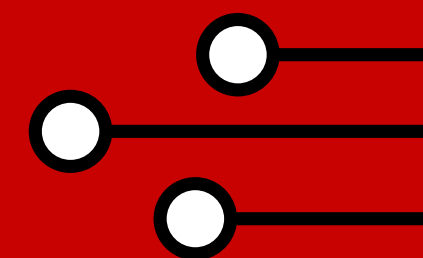
## CYRN



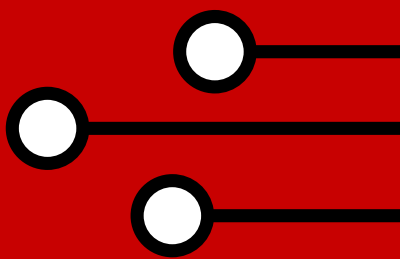
# LINX Cloud Package—Mobile Users



# LINX Cloud Pricing — Mobile Users

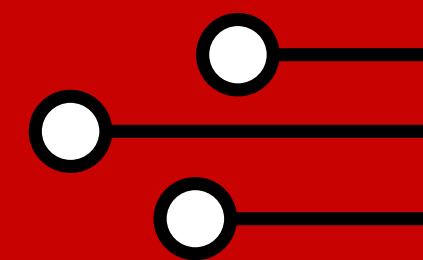


# LINX Cloud Package—Dispatchers





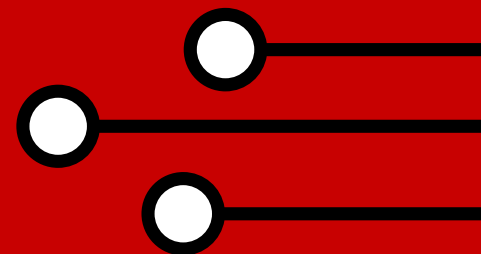
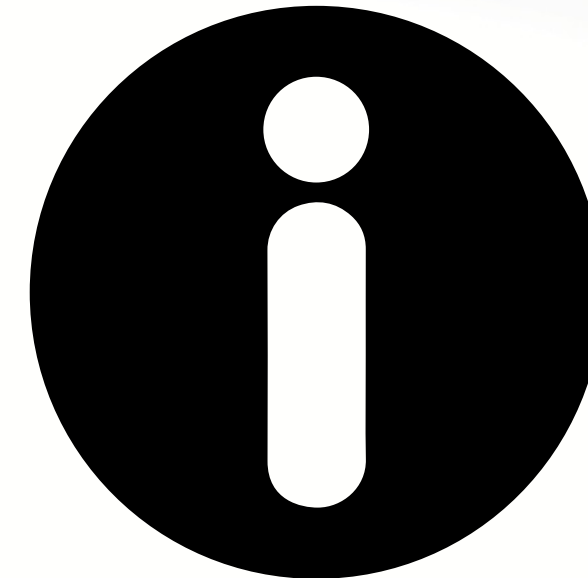
# LINX Cloud Pricing —Dispatchers

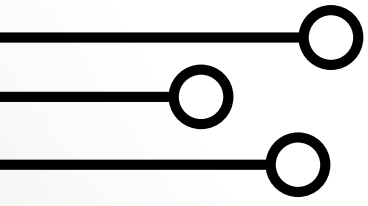


## COLLABORATION BENEFITS

- **Expansion** into new markets
- **Personalized** product & service packages
- More features = **More customer satisfaction**
- **Upsell & Add-on** opportunities for existing carrier customers
- **Expanded** hardware/accessories **catalog**
- **Safety & Compliance sales** with new SOS features (Man Down/Lone Worker, Panic Button)
- **Data SIM Sales**—voice, fleet & safety features all over data cards for **budget conscious** customers

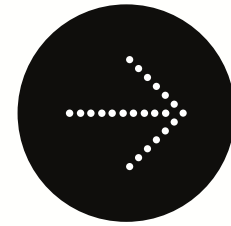
# How LINX helps you.





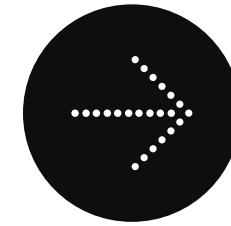
# BUSINESS MODEL

AIR, INC.



PARTNER COMPANY

- Service Providers
- Telco/Telecom
- System Integrators



ENTERPRISE MARKET

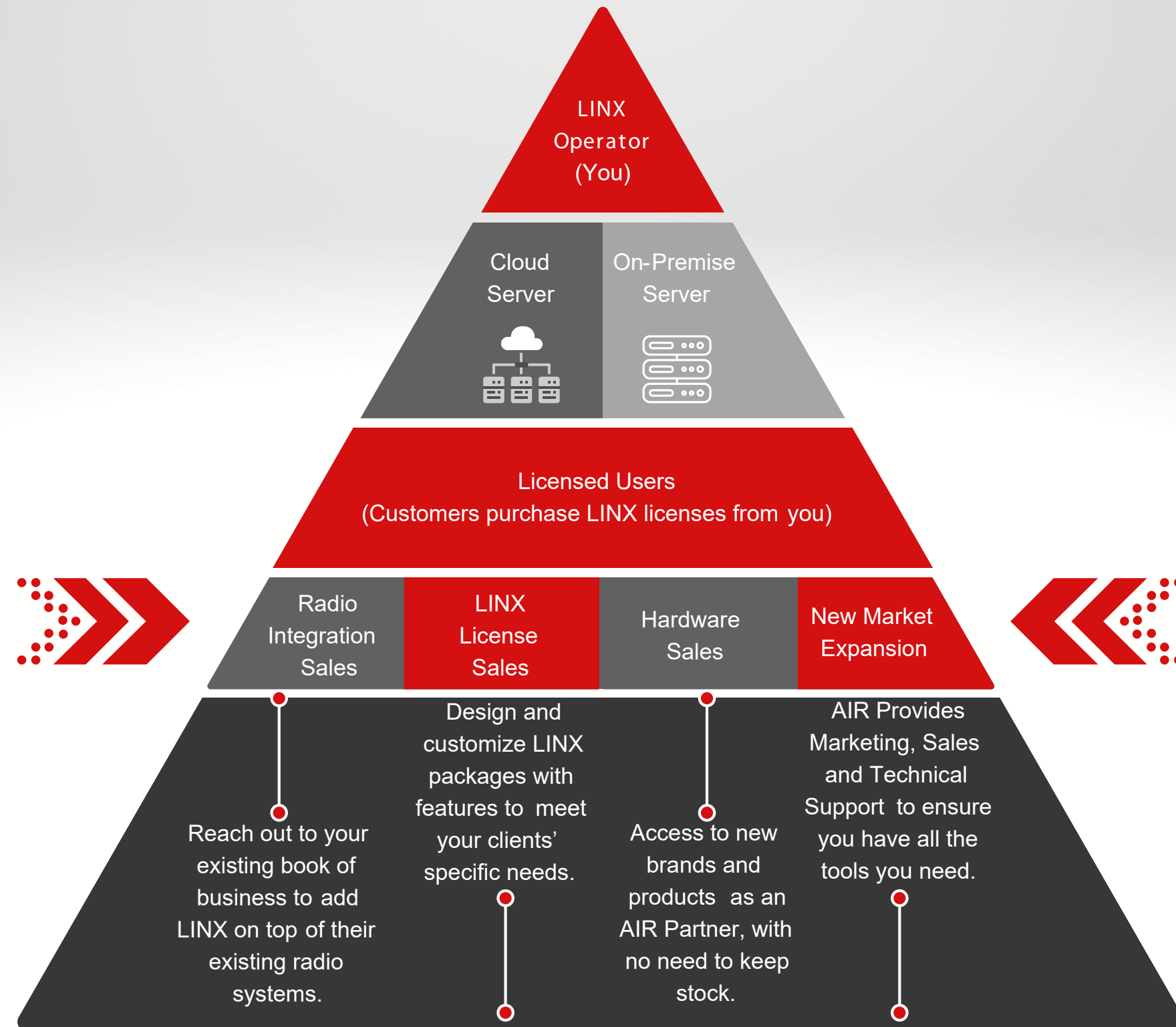
## CORE MODEL:

Cloud and web-based, subscription fees, OPEX, data stored on cloud Amazon Web Services (AWS).

## ONE-TIME PAYMENT:

Server solution with cost savings in LTE technology, compared with radio infrastructure investment, OPEX/ CAPEX. Data stored on own server, three year maintenance required.

# NEW BUSINESS FUNNEL



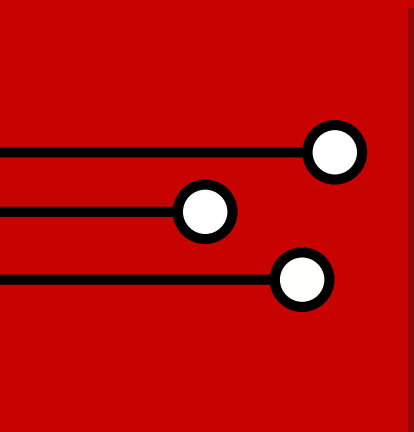
# PARTNER BENEFITS

- New revenue stream to your product portfolio
  - 40% Margin
- Low cost solution for the same quality as radio communication to help you stay competitive
- The total cost of deploying a PoC solution with hundreds of users could be as low as 5-10% of the cost of a traditional, two-way radio LMR solution
- Technical skills not required to deploy LINX since it's an IP based, encrypted solution
- Our technical, sales and marketing support will help you with your proof of concepts, projects, demonstrations, and collateral material

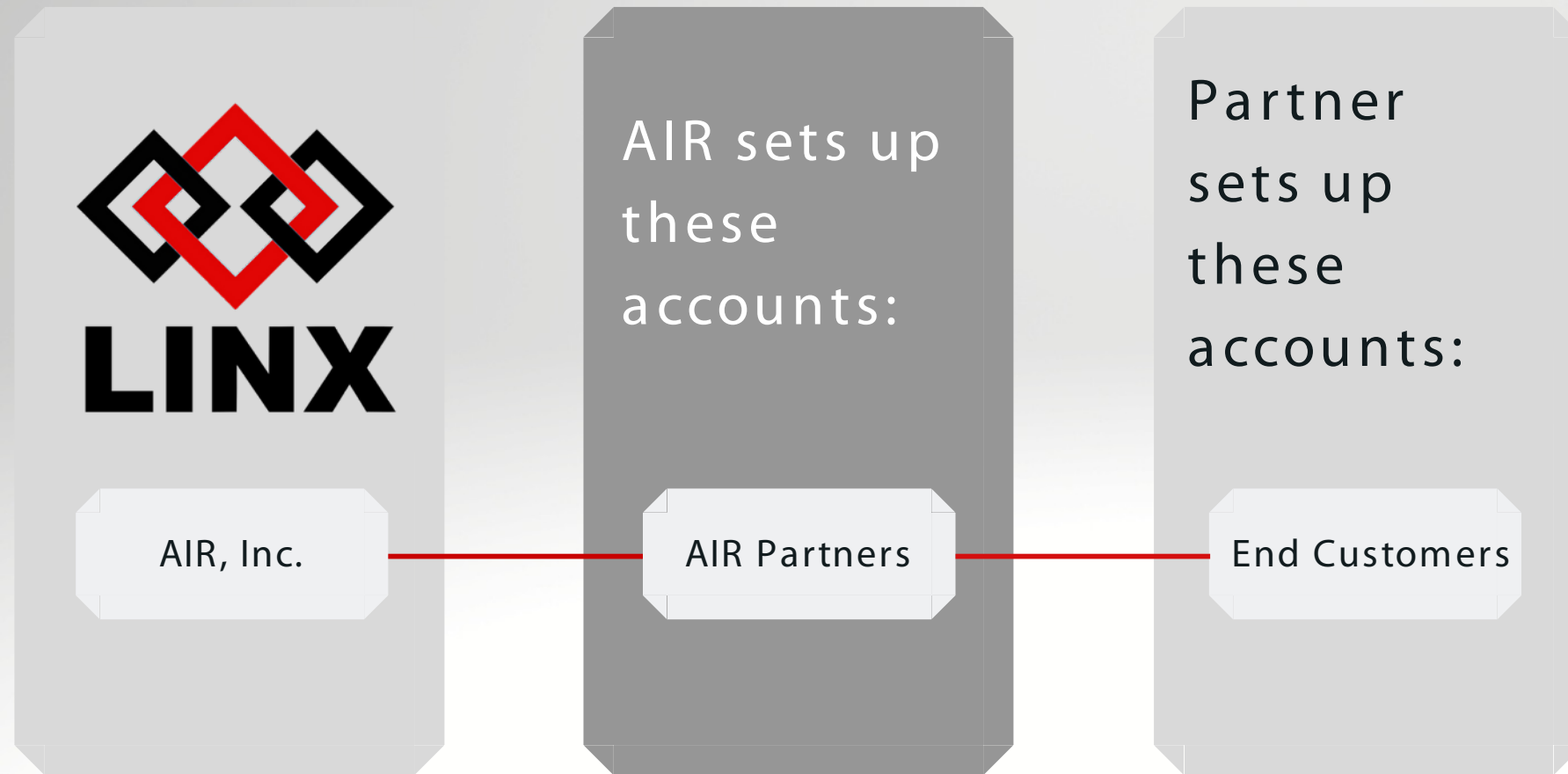


PROUD PARTNERS





# OPERATIONS TREE



## STEPS TO BECOME A PARTNER:

- Full demo organized by SafeMobile
- Testing demo account
- Discussion to see how LINX can fulfill market requirements/can fit your specific market
- Set up strategy and pricing
- Technical Training, LINX Provisioning system setup
- Partner Agreement
- Sales Technical Training
- Marketing Plan
- Launching LINX

PARTNERS &  
TECHNOLOGY YOU CAN  
TRUST

PARTNER  
ONBOARDING



EMAIL ADDRESS

PHONE NUMBER

WEBSITE

[www.linxptt.com](http://www.linxptt.com)

CONTACT US



THANK YOU

PUSH FOR MORE  
THAN PUSH-TO-TALK

with

