



Conference: March 27-31, 2017
Exhibits: March 29-30, 2017
Las Vegas Convention Center
Las Vegas, NV

IWCE WORKSHOP – Tuesday 28th March starting at 08:30

To – The members of the DMR Association

On the Tuesday morning, the DMR Association is hosting a DMR workshop. This event, chaired by Robin Grier from Catalyst Communications Technologies features a line-up of experts from the DMR industry with topics crucial to both newcomers and experienced users. DMR Association members are invited to recommend this workshop to their prospects.

For the technology session:

- **Brian Seedle** – The DMR Association
 - Installing a DMR network. Avoid the pitfalls. Optimise. Listen to this first.
- **John Graham** – Solutions Marketing Manager at Tait Radio Communications Limited.
 - How to roll out a DMR trunked network
- **Alessandro Guido** – Leonardo S.p.A.
 - How to build a Simulcast network

Case studies are presented by:

- **Dan Draughn** – Leonardo Critical Communications
 - Avangrid Case Study
- **Sara Isoardo / Roberto Marengon** – Radio Activity
 - Mission Critical Organizations: How DMR Simulcast Positions Itself as a New Technology for the Radio Infrastructure
- **Don Cornett** - Motorola Solutions
 - Bigfoot Case Study



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Technology Session

Brian Seedle / John Graham

Profiles

Brian Seedle graduated with a Masters in Digital Signal and Image Processing. He has been developing both analog and digital SMR trunked radio networks for 35 years. Brian has participated in a number of SMR radio standards including DMR from its inception and is the ETSI rapporteur for the DMR part 4 Standard. Brian is also a director and treasurer of the DMR Association.

John Graham has been involved in both the technical and marketing disciplines relating to radio communications for over 35 years. John is employed by Tait Communications and is based in New Zealand. As the Product Line Manager for DMR he oversees the strategic roadmap as well as looking after

DMR solutions that serve a wide range of diverse customers. DMR with its comprehensive trunking standard is one of his areas of special interest.

Description of the presentation

Brian Seedle - What can possibly go wrong!

Installing and implementing a wide area SMR system is not as simple as it sounds. This impartial presentation is a 'down to earth' description of what can go wrong and how to avoid many of the common pitfalls.

John Graham – Migrating from an analog system to DMR

The DMR tier 3 trunking solution offers a very effective replacement for existing MPT trunking systems. This presentation shows how such a system is deployed and how a migration path from MPT to DMR can be created. A couple of examples are outlined to help describe the process.

Alessandro Guido

Profile

Alessandro Guido works on DMR System Design at Leonardo S.p.A. With over 25 years of experience developing simulcast radio networks, Alessandro participates at the ETSI DMR Task Group for the standardisation of DMR since its inception in 2003 and is Leonardo's representative in the DMR Association Technical Working Group.

Description of the presentation

LMR Simulcast Networks

Following an overview of the main radio parameters to be taken into account in LMR simulcast networks, an analysis of the practical issues to be dealt with when deploying a simulcast network is carried out with special reference to DMR simulcast networks.



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Case Study Session

Dan Draughn

Profile

Dan Draughn, Manager Business Development at Leonardo, has over 30 years of providing critical infrastructure leadership experience. Draughn works with mission critical system operators to develop scalable solutions in the United States and Canada for utilities, public safety, transportation, and government agencies.

Description of the presentation

Avangrid Case Study:

Utility approach to leverage Advanced DMR Open Standards to cost-effective address operational requirements. Avangrid is a diversified energy and utility company, serving 3.1 million customers in New York and New England with over 7,000 employees.

Sara Isoardo, Roberto Marengon

Profile

Sara Isoardo joined Radio Activity in 2012 as Export Sales Manager to explore a new technical and commercial world in the PMR field. She graduated in Telematics Engineering in 2006 and attended an Executive Master in International Business in 2012. Right after graduation, Mrs. Isoardo began her professional career at Siemens, where she conducted testing activities, such as design, host and integration tests for GSM (Radio Access network)/UMTS networks, to continue at Nokia Siemens Networks later.

In her current position, Mrs. Isoardo manages all the commercial relationships with international customers and distributors, and develops all business plans for each contact. She is responsible for addressing and resolving any possible issues, as well as exploring and developing new market opportunities. She also enjoys leading promotional activities for new products and solutions' launches, through onsite and remote trainings and presentations.

Roberto Marengon is the CEO of Radio Activity, a radio communications engineering firm, based in Milan, Italy. His career began at Alcatel, where he developed the first Italian 900 MHz cordless telephone. He worked as R&D Manager at Prod.El. SpA (part of the Marconi Group), for more than 10 years, developing a new generation of DSP-based simulcast networks. In 1998, he formed the engineering company SIEL TRE Srl, focusing on maritime radio applications. Marengon launched Radio Activity in 2003.



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Description of the presentation

Simulcast Infrastructure Case Study

We will describe how DMR simulcast can perfectly fit in the evolution of technological radio infrastructure systems — from previous analog to new digital ones — for mission critical organizations.

This presentation will focus on some interesting case studies and system applications of our equipment for mountain rescue and marine rescue teams, County fire brigades, as well as fire brigades and police organizations for motorways and road tunnels coverage.

Don Cornett

Profile

Don Cornett is Motorola Solutions’ Senior Manager, Global Product Management leader for digital mobile radio (DMR). Don works globally with customers, who represent all industry sectors, to observe how they work and thus continually develop integrated voice and data capabilities so they may achieve greater efficiencies from their communications ecosystem. Don is passionate about innovation and closely monitors industry shifts and trends, as well as technological developments within the DMR standard to ensure the MOTOTRBO portfolio continually adapts to changing customer needs.

Description of the presentation

Bigfoot Case Study:

Texas Bigfoot became the first Capacity Max customers. With Capacity Max, they now have a vast commercial system across the greater Houston area, allowing them to sell DMR Radios directly to a wide variety of customers coupled with airtime on this network.

Subject	Duration (minutes)	Ending	Presenter	Company	email
Welcome and presentation of the agenda	5	00:05	Robin Grier	Catalyst	rgrier@catcomtec.com
Considering installing a DMR network? Listen to this first. Typical roll-out of a DMR Tier 3 Network	50	00:55	Brian Seedle	DMR Association	brian@seedle.co.uk
			John Graham	Tait	john.graham@tairadio.com
Deployment of a Simulcast DMR System	25	01:20	Alessandro Guido	Leonardo	alessandro.guid@leonardocompany.com
Coffee Break	20	01:40			
Case Study 1	25	02:05	Dan Draughn	Leonardo Critical Communications	Dan.Draughn@selex-es.us
Case Study 2	25	02:30	Sara Isoardo	Radio Activity	s.isoardo@radioactivity-tic.it
			Roberto Marengon		r.marengon@radioactivity-tic.it
Case Study 3	25	02:55	Don Cornett	Motorola	don.cornett@motorolasolutions.com
Wrap up and closing remarks	5	03:00	Robin Grier	Catylist	rgrier@catcomtec.com