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## Customer News

### Critical RF Provides Turnkey IP Mobile Backhaul for Another PassPORT Customer

S&P Communications, an authorized Motorola two-way Radio dealer and SMR operator located in San Antonio, TX, recently cut the cord on the Bell company's leased T1's by converging its' PassPORT LTR trunking system to IP.

Utilizing Critical RF's PackeTUBE technology, S&P was able to save costs compared to its leased T1 overhead expenses. S&P used Critical RF solutions to move the backhaul of its core trunked dispatch services to their WISP (Wireless Internet Service Provider) network.

Engineers at both Critical RF and S&P worked together to convert the backhaul of the system site by site to begin the savings for S&P. Steve Calabrese commented "Our PackeTUBE just was a perfect marriage for S&P because for all of this time S&P has been a wireless internet provider as well as an SMR operator."

Calabrese continued, "Now every month instead of writing a 5 digit check to the telephone company for leased T1's that are out of their control to repair, they simply run it on their own ISP which ensures uptime and QoS, plus does not cost them a cent since they are the ISP." Calabrese mentioned "Really S&P is a case study for how smart SMR operators can thrive and offer same and better services while cutting overhead."

The project was completed and the system was switched over just before the 1<sup>st</sup> of the year. Critical RF has over 30 SMR operators using formats from iDEN to PassPORT to SmartZONE with its PackeTUBE platform. Many use it not only to save money, but also offer redundancy via satellite Internet in times of crisis.

For more information, or to learn how you can cut the expensive leased telco circuits while adding capability, please visit [www.CriticalRF.com](http://www.CriticalRF.com)

# 2009

We've got you covered in 2009



### John Reardon Provides Insight on Growing a Successful Business

Critical RF, a leading interoperability solutions provider, announced that its CEO, John Reardon, was interviewed by Washington, DC radio show host, John Hrastar, and appeared on the Business Destiny radio show on September 20, 2008.

The Business Destiny radio show focuses on providing CEOs and business owners with useful information and insights on how to run and grow their businesses to achieve their personal and professional goals. The program addresses the elements of the planning and execution process necessary to achieve those goals.

“We are excited to have John Reardon on the Business Destiny radio show to share his industry expertise with our listeners,” said John Hrastar, host of Business Destiny. “John’s knowledge of operating a successful company provides a new outlook for local business owners and also a means of sharing ideas and learning from the experiences of their peers.”

“Critical RF owns proprietary technology that enables two way radio users to interoperate with other devices, including cell phones, laptops, PDA’s and other two way radios,” said Reardon. “These Critical RF solutions break down barriers between different spectrum bands and disparate devices. Importantly, radio users can continue to operate their legacy equipment and still benefit from the Internet’s flexibility and scale.”

Business Destiny is aired from 8:00-9:00 A.M. Saturday mornings on Clear Channel station WTNT 570 AM. More information and recorded shows, including the Reardon interview, are available at [www.BusinessDestinyRadio.com](http://www.BusinessDestinyRadio.com). Information about John Hrastar and InterSource are available at [www.InterSource.net](http://www.InterSource.net).

To listen to the interview click the following link:

<http://podcast.intersource.net/2008/09/20/john-reardon-ceo-critical-rf/>

## SHOP TALK by

Steve Calabrese

### What Does the Bad Economy and a New Administration Mean For Your Business?

Several people around the country have asked me recently how the election results will impact our Company. Others have asked me how the declining economy is affecting our business.

To those two questions I have the same one answer: we are expanding, and even hiring, because our solutions are so cost effective when compared to other alternatives. Government budgets will continue to tighten, regardless of which party is in control, as the tax base continues to shrink in a tough economy. Therefore, states and counties that previously wanted to spend tens of millions of dollars on new two way radios in order to attempt interoperability, are now taking a look at our Radio over IP industry and its affordable, interoperable software-based solutions.

Thus, the fact is that Critical RF is growing at a time when many, more expensive solutions are contracting. Many companies have announced dismal quarterly results. It can only be a matter of time, in my view, before the hardware-centric focus for the two way radio industry changes into a software-based approach like ours.

If the history of the automobile industry is any indication, -- where manufacturers for decades ignored the need for fuel efficient, hybrid vehicles, -- then innovators like Critical RF have a good head start.



## Upcoming Events

**March 18-20, 2009**

**Visit Critical RF at the International Wireless Communications Expo**

at the Las Vegas Convention Center in Las Vegas, NV

**For further information please visit: <http://www.iwce.com>**

## Contact Us

**Visit Our Website**

To visit our website [click here](#)

**Contact Us**

Questions or comments? E-mail us at [Criticalrf.com](mailto:Criticalrf.com) or call 800-451-5658

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