

# PUSH-TO-TALK OVER CELLULAR

## WHITE PAPER

This white paper explores the emerging presence of Push-to-Talk Over Cellular (PoC) devices in the world of two-way communication technology. See why it's becoming more popular across the UK.



# INTRODUCTION

Businesses rely on effective communication to maintain productivity, safety, and customer efficiency. Traditional communication methods, such as mobile phones and two-way radios, have their limitations, particularly in terms of coverage, ease of use, and cost-effectiveness.

This is where Push-to-Talk Over Cellular (PoC) technology comes into play. It's a modern approach to real-time communication that offers several advantages over traditional methods.

## PoC Technology

PoC uses cellular coverage to enable instant, one-to-many or group voice communication. Unlike traditional two-way radios, which rely on infrastructure, PoC devices operate on the same network as smartphones, eliminating the need for separate infrastructure or licensing fees. This flexibility extends the reach of PoC devices beyond the traditional coverage areas of two-way radios, allowing for seamless communication across wide areas, including urban, suburban, and rural locations.

## A platform to build upon

- PoC devices often operate on the Android OS
- They have access to an ecosystem of smart applications
- Businesses can use Push-to-Talk (PTT) apps or a dedicated button
- PoC devices can connect to PC dispatchers, giving them ultra-smart connectivity
- At the touch of a button, PoC devices can benefit from productivity apps, safety apps, and apps that drive efficiency.



## TRBOCALL connectivity

We have a smartphone TRBOCALL app that PoC devices can connect to. This offers such features as GPS location tracking, Job Ticketing, Lone Worker, Panic Alarm, and Text Messaging.

# TRBOCALL™

# Key Benefits of PoC

## Instant Communication

PoC eliminates the need for dialing, missed calls, or voicemails, ensuring that critical information is relayed instantly and effectively. This is particularly valuable in industries that demand rapid response times, such as healthcare, security, and field services.

## Enhanced Efficiency & Productivity

PoC streamlines communication processes, reducing the time spent on coordinating tasks and resolving issues. This efficiency translates into improved productivity, allowing workers to focus on their core responsibilities.

## Improved Team Collaboration

PoC creates a sense of team cohesion by enabling instant communication across multiple locations or teams. This collaborative approach improves coordination, reduces miscommunication, and enhances overall team performance.

## Cost-Effectiveness

PoC offers significant cost savings compared to traditional two-way radios. There is no need for specialized infrastructure, licensing fees, or maintenance costs associated with two-way radio systems.

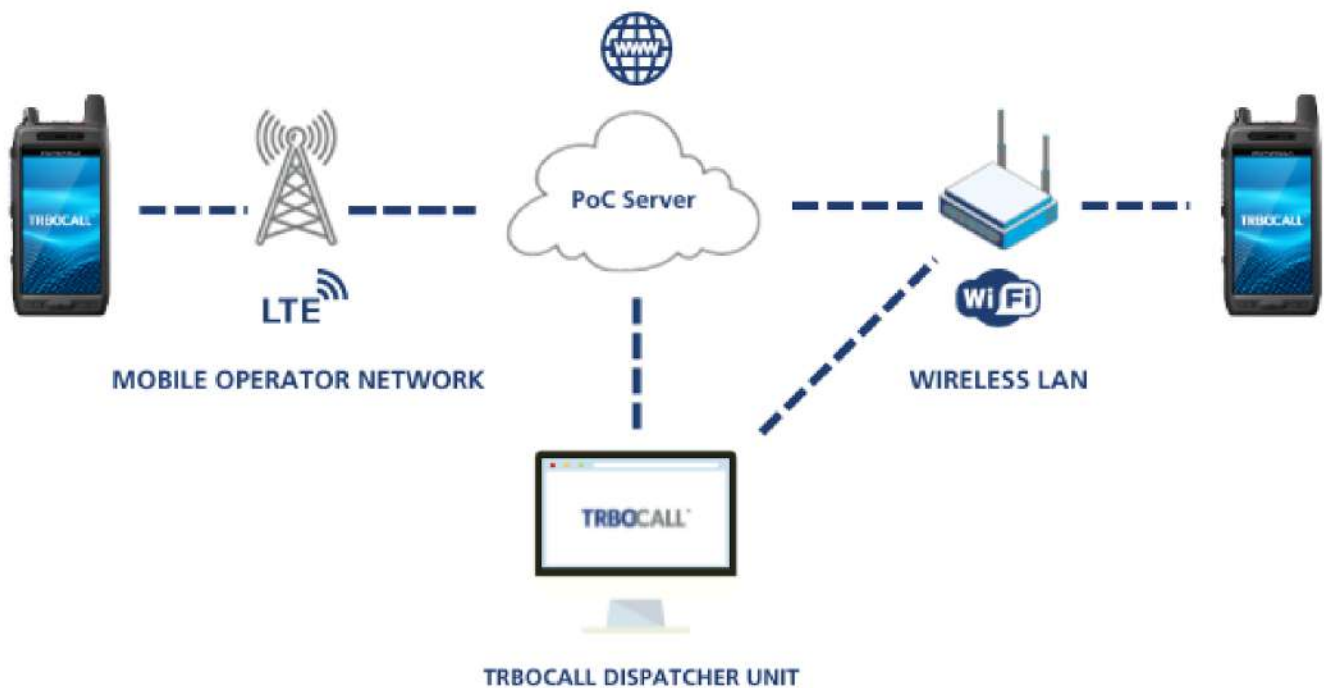
## Additional Features

PoC devices often incorporate additional features that enhance their usefulness, such as text messaging, GPS tracking, and file sharing, further broadening their capabilities.

# Conclusion

PoC technology has emerged as a powerful tool for businesses seeking to enhance communication, improve productivity, and reduce costs. Its unique combination of instant messaging, multi-person communication, and supplementary features makes it an ideal solution for a wide range of industries. As businesses continue to embrace digital transformation, PoC is poised to play an increasingly significant role in streamlining communication and driving efficiency across organisations.

## Visual representation





Ultra Smart Digital Two Way Radio Solutions

# Ready to join the PoC revolution?



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