

## Background

AA Radio Services Pty Ltd is a long established supplier of mobile radio communication equipment and associated services for over forty (40) years. Initially the major focus was on repair of two way radio terminals which has since began to grow into all areas of radio system sales, design and support.

The company has enjoyed a long track record of strong customer service and successful delivery of reliable solutions to its customer base. Operating from its head office in Vermont, Melbourne, AA Radio has grown to be one of the premier two-way radio independent wireless solutions providers in Australia. Today AA Radio operates with integrated business focuses in the areas of Service and Support, Commercial and Industrial Sales, Online Shop, Systems and Projects and Antenna Sites and Networks.

The company was acquired in October, 2010 by a highly experienced team who have worked extensively in the two-way radio and wireless industry. This influx of skills and resources has been used to increase the focus on end to end solution delivery and support and to set up a Systems and Projects business unit. Branches in Queensland and the Sunraysia District of Victoria have recently been added to further strengthen this focus.

As well as our direct approach to servicing the market, AA Radio has recently established an online shop, which allows many customers a more efficient path to obtaining equipment and spare parts.

AA Radio has been recognized by the Australian Radiocommunications Industry Association (A.R.C.I.A.) for excellence in industry performance. In September 2010 AA Radio was awarded the largest vehicle installation project in Australia by Tait Radio, for the Country Fire Authority. This project involved the programming, configuration and installation of P25 digital radios and portable vehicle chargers into thousands of specialized fire fighting vehicles and appliances.

This was followed in 2013 by a project of similar size and scope with the Department of Environment and Primary Industries (DEPI).



SUPPLY & INSTALLATION OF ANALOGUE & DIGITAL RADIO COMMUNICATIONS

ANALOGUE TO DIGITAL MIGRATION

SYSTEM DESIGN, CONFIGURATION, MAINTENANCE & SUPPORT SERVICES

WORKSHOP, FIELD REPAIRS & SERVICE

SYSTEM INTEGRATION

EQUIPMENT AUDITS & FLEET MANAGEMENT

AUTOMATIC VEHICLE LOCATION (AVL), TELEMETRY & SCADA

DATA SYSTEM DESIGN & DELIVERY

SATELLITE COMMUNICATIONS

FREQUENCY SPECTRUM CHANGE

CHANGE MANAGEMENT

PROJECT MANAGEMENT

CONSULTANCY



# Company Profile

## Capabilities

AA Radio headquarters consists of two adjoining premises located in Vermont, Melbourne which houses corporate and back office administration, spare parts inventory and Victorian branch functions. We service our interstate/remote depots from this facility as well as our Victorian customer base and sub-dealer network.

Both premises have a large high roof installation area capable of simultaneously accommodating the full range of standard or specialized vehicles for installation and fit outs as well as storage for project-specific equipment and materials. A fully equipped ISO9000 certified workshop is staffed with skilled technicians who perform support and repair work on multiple brands and types of equipment.

An adjoining premises is used for staging of large radio system projects and as a factory or integration testing lab to ensure equipment is tested and configured prior to shipment to customer site. System engineering and project management functions are also conducted from these premises along with a commercial sales team.

A fleet of mobile vans and technical staff performs field service work for on-site repairs and for support on critical system items such as base stations, networks and repeaters.

This allows us to provide support solutions on a 24/7 hour basis that are tailored to our customer's needs.

AA Radio also provides radio sites and towers both directly and through a network of partners for location of radio repeaters, base stations and networks. These are fully supported by in-house technicians.

Core business activities are:

- Standard and specialized vehicle two-way radio installations
- Workshop and Field repair of two-way radio systems, infrastructure, mobiles and portable terminals
- Installation, configuration, support and commissioning of radio repeater sites, trunking systems, antenna networks and base stations
- Digital and analogue radio system design including simulcast, voting, MPT1327, P25, NXDN, IDAS, DMR and dPMR
- TETRA radio system design, support, configuration and implementation
- Microwave and Broadband wireless link design and deployment.
- Custom radio hardware integration
- Automatic Vehicle Location (AVL) and mobile data system design
- Servicing of multiple brands of radio and mobile data equipment
- Project Management
- System Integration
- Antenna sites and networks

## Projects

Many solutions have been successfully delivered by AA Radio to customers in Australia and the Pacific Region. These have been in the areas of Mining, Utilities, Road Transport, Civil Defence and Rail including:

|                                |                               |                        |                             |
|--------------------------------|-------------------------------|------------------------|-----------------------------|
| Kentz Gorgon Gas Fields        | Connex Rail/Metrol            | Melbourne Water        | Royal Flying Doctor Service |
| ICHTHYS LNG TETRA              | Melbourne Ports Authority     | Yarra Trams            | D.E.P.I                     |
| Stanwell Power Station TETRA   | Royal Children's Hospital Vic | Kings Transport        | D.E.R.M. QLD                |
| Kanmantoo Mine TETRA           | Selex-ES Roy Hill Mine        | Western Health         | VicRoads                    |
| Dept Foreign Affairs and Trade | Australian Defence Force      | Country Fire Authority | Surf Life Saving QLD        |

AA Radio staff have also been involved in the design and implementation of the largest TETRA system in Australia, the Gorgon Gas Fields Project on Barrow Island, WA.

# Company Profile

## Philosophy

At AA Radio we believe that there is an unfulfilled need in the market for a skilled organization with genuine vendor independence to design, implement and support the best solution for customers. With the emergence of a new wave of digital products and standards, the choices can be confusing and often misleading.

We are of the firm opinion that no single technology “fits all” so our approach to solution design and delivery is based primarily on the operational and business requirements of our customers.

## Suppliers

Our suppliers are an integral part of the success of our business. We enjoy strong relationships and technical support from our key suppliers including:

**DIGITAL/ANALOGUE**- Tait Radio, Icom, Motorola, Kenwood

**TETRA**- GMG(Damm), Selex ES, Sepura, Hytera

**MULTICOUPLING & CONFINED SPACE**- RF Industries , Polar Electronics, Axell Wireless, Panorama Antennas

**CONSOLES & CONTROL SYSTEMS**- Omnitronics, Exelis C4i, Zetron

**LINKING & BROADBAND**- Cambium Networks, SAF Microwave, LAN1, MimoMax

**ACCESSORIES**- Pacific Wireless, CRS, McKay

## Values

We believe in applying these values across all areas of our business including our customers, employees and suppliers.

We are proud of our track record of ethical business practices, staff development and strong supplier relationships that have contributed to our ongoing success.

Commitment  
Value  
Quality  
Respect  
Integrity

## Commitment

AA Radio adopts a strong commitment to industry best practice in the areas of E.H & S and Quality. We are an endorsed ISO9001 supplier across all branches of the business.

We are committed to open standards in all aspects of our business and to ensure our customers receive genuinely best-in-class solutions and support from an independent supplier.

We have a commitment to developing and contributing to the ongoing success of the Australian Radiocommunications Industry and we are one of the founding members of peak industry body, A.R.C.I.A.

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EXCELLENCE IN RADIO SYSTEMS SOLUTIONS