

## 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 grown into all areas of radio communications system sales, design, installation, professional services 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 and support providers in Australia and the largest of its kind in Victoria.

Today AA Radio operates with integrated business focuses in the areas of Service and Support, Commercial and Industrial Sales, Online Shop, Systems & Projects, Antenna Sites & Towers and Wireless 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.

In addition to the head office, workshop and warehouse in Vermont, Melbourne the business has expanded to provide support points in Bendigo, Shepparton and the Sunraysia District 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 Radio Communications 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 AND CONFIGURATION**
- **TECHNICAL SUPPORT & MAINTENANCE SERVICES**
- **WORKSHOP, FIELD REPAIRS & SERVICE SYSTEM INTEGRATION**
- **EQUIPMENT AUDITS & FLEET MANAGEMENT**
- **ASSET & VEHICLE LOCATION (AVL), TELEMETRY & SCADA**
- **DATA SYSTEM DESIGN & DELIVERY SATELLITE COMMUNICATIONS**
- **FREQUENCY SPECTRUM CHANGE CHANGE MANAGEMENT**
- **PROJECT MANAGEMENT, SERVICES & CONSULTANCY**
- **TOWER DESIGN, CONSTRUCTION AND INSTALLATION**

## Capabilities

AA Radio headquarters consists of two adjoining premises located in Vermont, Melbourne which houses corporate and back office administration, spare parts inventory, warehouse, workshop, project staging room and Victorian branch functions. We support our regional support points of presence 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 secure warehousing and staging of large radio system projects. A factory/integration testing lab is used 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:

- Design, build and delivery of wireless communications technology solutions including analogue/digital simulcast, voting, MPT1327, P25, NXDN, IDAS, DMR, TETRA, PTTToC and dPMR.
- Technical support services
- Standard and specialized fixed and 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
- Microwave and Broadband wireless link design and deployment.
- Custom radio hardware integration and software development
- Automatic Vehicle Location (AVL) and mobile data system design
- SCADA, Telemetry and Telematics
- Servicing of multiple brands of radio and mobile data equipment
- Project Management, Professional Services & System Integration
- Antenna sites & networks
- Towers & Rigging services

## Philosophy

At AA Radio we understand there is an unfulfilled need in the market for a highly skilled organisation with genuine vendor independence to design, implement and support effective radio communications solutions.

With the emergence of a new wave of digital products and standards, the choices can often be confusing. The team at AA Radio are responsible for the supply and installation of a plethora of analogue systems and many of the current digital radio systems throughout Australia, all tailor made to suit our customers' specific requirements.

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

## Projects

AA Radio has a long track record of delivering high quality and successful projects, technology and technical support to customers such as:

Country Fire Authority, Life Saving Victoria, Telstra Corporation, D.E.L.W.P., Hancock Plantations, Port of Melbourne Authority, Melbourne Water, Rio Tinto, Kordia Solutions/Optus Mobile, Ansaldo Roy Hill, Western Health, Royal Flying Doctor Service, Vic Regional Channels Authority, VICSES, Ambulance Victoria, Royal Children's Hospital

## 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, Hytera, GME

TETRA - GMG(Damm), Sepura/Hytera

MULTICOUPLING & CONFINED SPACE - RF Industries , Polar Electronics, Panorama

CONSOLES & CONTROL SYSTEMS - Omnitronics, Harris 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 contribute 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.