

# Ratelle helps you stay in touch with your business

In today's mobile business environment, fast and easy communication is vital. It's no longer a luxury to be fully equipped with a mobile system to accommodate your every movement, whether you're on the road, in a factory or in the office away from your desk. In fact, if you don't have the means to communicate with your clients and suppliers or remain in constant contact with your office, it's more than likely that you - and your business - will be left behind.

There are a number of options available for mobile communications, but by far the easiest and most cost-effective alternative is a hand-held or dashmounted two-way radio system. Because they operate on a low fixed monthly flat rate with unlimited talk time, two-way radios make smart business sense for anyone trying to cut their expenses.

"Two-way radio doesn't cost, it pays," explains John Ratelle of Ratelle Communications Limited, an Oakville-based company that specializes in mobile communications and services the Greater Metro area.

After 22 years in the radio communications industry, John has enjoyed great success with Ratelle Communications. Now employing 16 professionals including full-time service technicians, the company appeals to two types of people: existing two-way radio owners and those who may not be familiar with the long list of benefits associated with two-way radios.

If you fall into the first category, the technicians at Ratelle Communications can take care of all your servicing needs. They deal with such high-quality names as Motorola, Kenwood, Johnson and Uniden,



so you can rest assured that you're receiving the best sales and service available in the market.

If you're not sure what your needs are and are looking for advice about which system would be your best choice, a professional at Ratelle will work in tandem with you to recommend a system and make sure you're getting exactly what you're looking for. Together, you'll examine your coverage area and your base station. Finally, the consultant will design your easy-to-operate system. It doesn't matter if you need one unit or one hundred units, the simplest design or the most complicated, your satisfaction is Ratelle's first priority.

In general, there are two basic types of radio systems: central dispatch and unit-to-unit. The most common type of system is the central dispatch system, in which a communications link is established between a dispatcher and people on the

field or in the premises. When the dispatcher wants to call one or more people, he or she transmits the message over the radio system. People on the job, with radios turned to the same frequency, hear the message. Likewise, field personnel may initiate a conversation with a dispatcher or respond to the dispatcher's message. There's no need for a telephone.

Another basic type of system is a unit-to-unit system. Some systems may not require a central dispatcher; instead, field or on-site personnel communicate directly with each other. In this type of system, field people are equipped with two-way radios (mobiles and portables) so that each person has the ability to both talk and listen. Everyone in the system can hear each message.

Capabilities such as telephone interconnect can also be added to these basic types of systems. For example, suppose a courier

driver needs to call a customer for directions. With telephone interconnect, the driver can use the two-way radio to access two-way equipment in a fixed location which has been equipped with a phone patch. The call request is then automatically interconnected to the telephone company and the call is completed over standard land line service.

While simple systems like these do exist, you will more than likely require a combination of these systems to meet all of your needs. A consultant at Ratelle can help you determine the best combination.

Your relationship with Ratelle doesn't end when your system is in place. Instead, you'll be kept abreast of information that may be relevant to you and your business and if you should ever have a problem or a need of any kind, Ratelle can provide a solution, whether it's adding more units to your service or completely redesigning a new system.

If you need a large volume of radios for a short period of time, for a special event or any other purpose, Ratelle Communications can provide you with a leasing service featuring one of the largest fleets of rentals in the country. Whether it's for a day or for a month, Ratelle can accommodate you.

Ratelle also specializes in rechargeable battery analysis for any device.

If you're looking for a way to be completely mobile and remain in constant communication with your clients, suppliers, or office, two-way radios offer an affordable alternative. Call John Ratelle today at (905) 844-4505 to discover what Ratelle Communications can offer you. It's a smart move for any businessperson.

## SALES SERVICE

## Rentals

DAILY  
WEEKLY  
MONTHLY

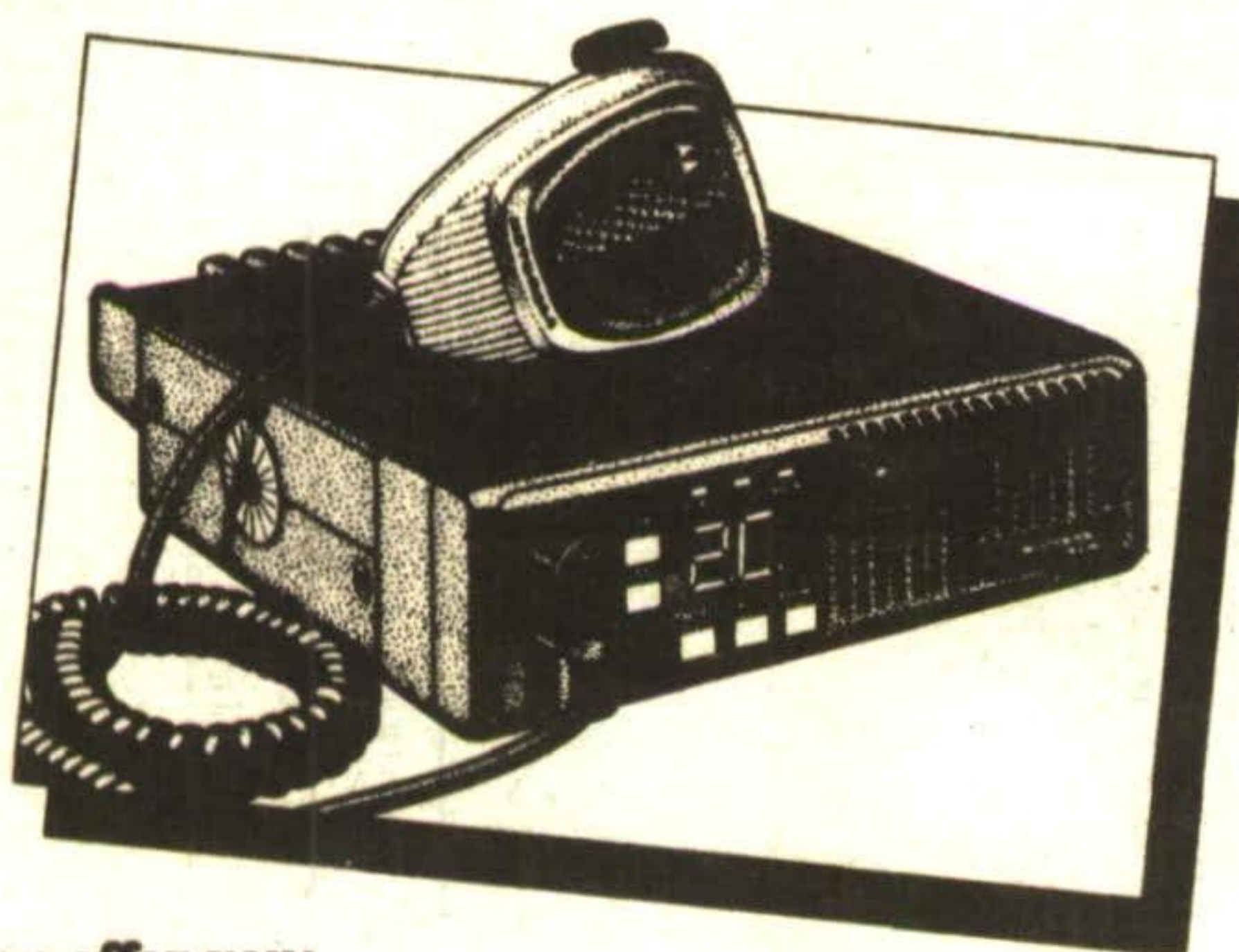
LEASE  
TO OWN

### CATCH THE WAVE ...

#### THE RADIO WAVE

Backed by over 50 years of radio communications experience, Motorola two-way trunked mobile radio technology is *the simple solution* you can count on.

If your business could increase its competitive edge by having flexible, reliable and easily accessible communications... consider the Motorola Maxtrac 888™ mobile radio.



This easily-installed mobile radio can offer you:

- Call Alert predetermined messaging
- Automatic multiple site selection
- Touch-code keypad microphone

From compact portable radios to powerful mobile units with wide-area coverage, Motorola can meet your communication needs. Stay one step ahead of your competition with the sound value of Motorola Two-Way Radios.

**TWO-WAY RADIO**  
That Puts YOU In Control



### PALM SIZE POWERHOUSE

- Synthesized 2, 8 or 16 Channel Operation
- Programmable Power Levels-5 Watts max. on VHF, 4 Watts on UHF
- Priority Channel Scan
- Meets or Exceeds MIL STD 810 C, D & E

It took Motorola, the world's 2-Way radio communication leader, to engineer a palm-sized package full of synthesized technology.

And that tough talking tool is the **Motorola/Radius GP300**.

Designed for efficiency, the compact GP300's longer battery life gives you **Full Shift Operation** even at high power!

**Unlimited Multiple Coded Squelch** capability lets you customize talking groups. Available in either 2, 8 or 16 channel models, this 17 ounce portable is one of the first to be equipped with **Programmable Power Levels** for each channel. And each GP300 comes with **Internal VOX**, perfect for use with a headset in noisy environments.

The crisp clean sound of Motorola quality will help keep you in touch with the people important to you. Call us today to learn how you can customize your communications with a palm-sized powerhouse ... the **Motorola/Radius GP300**.



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22 Years of  
Experience in the  
Communications  
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