



FOR IMMEDIATE RELEASE

AT&T and Zetron Join Forces to Market Industry-leading Integrated PoC Solutions

Zetron is teaming up with AT&T to promote integrated broadband Push-to-Talk over Cellular (PoC) solutions that utilize Zetron dispatch consoles and AT&T Enhanced Push-to-Talk to deliver seamless communications between LMR, 3G, 4G, LTE, Wi-Fi, and wireline networks.

Redmond, WA, June 7, 2016—[Zetron](#), a leading provider of mission-critical communication solutions worldwide, is working with AT&T on solutions that integrate AT&T Enhanced Push-to-Talk (EPTT) with Zetron's dispatch products. The companies signed an agreement to provide solutions that can bridge between virtually any land mobile radio (LMR) system and AT&T EPTT devices that are operating on a 3G, 4G, LTE, or Wi-Fi network.

Implementing Broadband Push-to-Talk (PTT) with Zetron consoles delivers a host of significant features and functionality to customers. It allows them to achieve new levels of interoperability without any loss of control. It allows central dispatch to continue to hear all conversations and capture and record voice traffic. And it ensures that dispatchers are still able to control important operations, such as connecting groups or individual users.

The technology provides users with the benefits of a carrier-endorsed solution, such as access to fully staffed and capable customer support and consolidated billing.

AT&T EPTT also provides:

- Access to an impressive selection of workforce-management tools.
- Administrative tools to support the user management of devices.
- Quality-of-service (QoS) options such as priority network access.
- Optional capabilities such as GPS tracking.

“Broadband PTT is an excellent solution for customers who need to find a cost-effective way to add users, stay connected to users who travel outside the LMR coverage area, add an additional level of redundancy, or reduce the traffic load on their existing LMR system,” said Zetron V.P. and general manager, Kathy Broadwell. “By integrating AT&T EPTT with Zetron dispatch consoles, our customers can realize these important benefits while still maintaining the command and control necessary for their critical operations.”

“Organizations are looking beyond traditional two-way radios for communicating across their workforce,” said Igor Glubochansky, executive director, AT&T Enterprise Mobility. “We’re working with Zetron, a global leader in designing and delivering robust communications systems for mission and business-critical control rooms, to offer a simple and cost-effective solution for organizations to augment their radio systems with cellular-based push-to-talk (PTT). Users no longer have to choose one communication tool over the other—they can now use both. We’re bridging the gap between traditional LMR systems and cellular PTT to create a more modernized, integrated communication platform.”

In addition, AT&T EPTT is fully carrier-integrated and supports Mission Critical PTT (MCPTT) functional architecture. The solution also complies with FIPS 140-2 and the Open Mobile Alliance Push-to-Talk Communications for Public Safety (OMA PCPS) standard.

Customer trials of this joint offering are slated to begin in June of 2016.

About Zetron

Zetron has been designing and delivering communications systems for the mission-critical control room since 1980. Zetron’s integrated solutions combine IP-based dispatch, NG9-1-1 call-taking, voice logging, IP fire station alerting, CAD, mapping, video surveillance and security solutions, and automatic vehicle location (AVL) systems. They are expandable, interoperable, and able to support remote and geo-diverse operations. Zetron backs its products with technical support and project-management services known for their

expertise and responsiveness. Zetron has offices in the United States, the United Kingdom, Australia, and numerous field locations; and a worldwide network of resellers, system integrators and distributors. Zetron has installed thousands of systems and over 25,000 console positions worldwide. Zetron is a wholly owned subsidiary of JVC Kenwood Corporation. For more information, visit: www.zetron.com.