PUSH TO TALK OVER CELLULAR
Product Overview
What is Push-To-Talk?

PTT is a special feature on your mobile phone, tablet or PC that combines the functionality of a walkie-talkie or 2-way radio with normal mobile phone or PC.

- Communication to a group of people or one-to-one with a touch of the button.
- Uses existing mobile data layers to provide VoIP calls (2G, 3G, 4G LTE, CDMA, WiFi and NAT support) to assure global coverage & superior quality of service.
- You can speak to a big group of people instantly and simultaneously, unlike a normal phone were you can speak to only one person at a time.
- Simple and effective.
- It can be used also to send Instant Messages to all members connected to a given group.
- Users position and status monitoring on PC Dispatcher map.
Why PoC?

User’s point of view:
- Advanced technology: instant group talk, IM, robust design, professional interface
- Single device for PTT, Voice Calling, Internet, IM
- Easy and practical in usage
- Low data usage = 8kbps when talking/listening, average data usage is 68 MB/month

Operator’s point of view:
- Advanced service: compete against other operators, increases revenue
- Users tend to use PoC service more often and longer = more money
- PoC users are in general corporate users = large number of customers
PTT – KEY BENEFITS FOR COMPANIES

- Real-time group communication by just one press
- Quick & secure voice messages delivery up to 200 users in one group!
- Reduced voice and messaging costs
- Improved productivity by reducing waiting time
- Increased control by constant contact with your employees
- Users status and GPS position location
- Possible communication integration among different agencies in case of emergency or disaster (fire brigades, Police, Ambulances can be coordinated using common group)
- User and group management via Internet portal or from handset/PC Dispatcher
- Same terminal can be used for other activities i.e. bar-code scanning, normal calls, specific applications, other
- 1000 multicast group
Wide range of handsets supported by PUSH TO TALK PRO

- Android phones & tables – over 1000 on the market!
- All Nokia handsets with PTT native client – over 150 on the market!
- Windows Mobile OS handsets used by Police, DHL, UPS, Airlines
- iPhone (to come later)
- PC Client/Dispatcher for users available on OS X, Microsoft Windows, Linux
- Possible integration with other operating systems

AZETTI SDK ALLOWS TO DEVELOP OWN PTT CLIENT!
Instant Messaging (IM)

- Real time messages
  1-to-1, 1-to-many
- More effective coordination
- Reduced messaging cost
- Quick & efficient way to communicate
- Multiplatform - chat with various terminals either mobile phone or PC PTT client.
Presence Service is realized by a separate software component extending traditional PoC service with extra capabilities such as sharing availability, willingness and other user specific information (i.e. location, mood or personal image).

- Allows to specify which and to whom the presence information is distributed
- Integrates with XDMS and user contact lists, where the presence status is indicated by self-explanatory icons
- It increases end user experience, before calling the contact we know whether it is available and willing to talk
- Compatible with OMA Nokia handsets (PoC status) and Azetti Android PTT client (PoC status and geo-location)
PoC and Presence with Azetti PC Dispatcher

- Fully featured PoC client
- Available on OS X, Windows and Linux
- Instant Messaging included
- Google Maps powered
- Activity Monitoring
- Voice Capture
- Status visible directly on the map
- Works with Azetti WM/Android PTT client
PC Dispatcher for effective management and tracking services
Push-to-talk by Azetti

- Linux OS based HW solution, low initial starting cost
- System that supports Nokia and OMA protocols, permitting various terminal vendors to join into the business. Azetti interested in adapting system to other protocols and doing IOTs of different terminals
- Android, iPhone & Windows Mobile PTT client. GPS location with PoC users through PS
- Provisioning of users via Web based tools for users and administrators
- PC client to promote corporate communication from office to mobile units improving coordination, management, security and control – **Azetti is the only provider of PC Dispatcher for OS X**!
- Flexible, scalable and robust Design with full high availability
- PTT users have Instant Messaging (IM) between themselves
- Interconnection with Trunking systems
- Multiple voice coded supported – AMR, SPEEX
- Voice recording
- 1000 multicast group
PTT OPERATIONAL MODEL

Push-to-Talk located in Mobile Operator Data Centre

APN: ptt.azetti.com
POTENTIAL CUSTOMERS

✓ Taxi
✓ Delivery Companies (DHL, Fedex, UPS)
✓ Public transportation
✓ Airlines/airports
✓ Hotels
✓ Manufacturing companies
✓ Industrial plants
✓ Hospitals
✓ Public Roads Maintenance – Highways
✓ Utilities
✓ Facility & Event management
✓ Car rental agencies
✓ Warehouses & Stocks
✓ Shopping malls & Supermarkets
✓ Sport events – community services etc.
✓ Families, youth and social groups
✓ Computer services
✓ Education
✓ Professional services and repair
✓ Government / Public sector
  (Police, Fire Brigades...)
✓ Construction and building trades
✓ Oil & gas & mining industries
✓ Security Forces

Everywhere the group communication is needed!
Real time voice delivery
✓ Customer’s satisfaction
✓ Improve team co-ordination & efficiency
✓ Safe communication, only group members can join and listen
✓ Groups are managed by dispatcher
✓ All users are continuously connected to group and transmit order immediately & respond to them
✓ All guards/vehicles can be monitored and tracked on maps
✓ In case of emergency, last position of user known
✓ Emergency button and alarms can be added
✓
Secure wide area communication – keep track of all drivers, any help can be provided fast in case taxi driver is attacked
No need to pay for expensive frequency
Cost effective - no need to buy special & expensive equipment but standard mobile handsets
Coverage everywhere the mobile network is
Different groups can be used for various sectors in the city
In many cities all taxi drivers changed standard radio to Push-to-Talk, i.e. Istanbul, Buenos Aires, Hong Kong ...
The nearest Taxi can be found easily thanks to LBS, customer’s waiting time is reduced
Easy to use - no special knowledge required to be used
Reach out all people of importance via single press the button

How many potential customers?

Warsaw – over 8 000 taxi drivers
Hong Kong – over 18 000 taxi drivers
Push-to-talk prevents goods to be damaged, misplaced or stolen.

Voice group communication not limited by geographical distance, you can talk from office located i.e. in Amsterdam with drivers which are in Spain.

Location of a lorry can be checked at any time on the map.

Easy to find the nearest given address truck i.e. to collect parcel.

Drivers can share information about road traffic, accidents and more.
- Users location displayed on map in dispatching center
- Secure communication – when two entities communicate the third party cannot intercept what was said
- No range limitation as in standard radio or TETRA communication
- No need to invest in expensive infrastructure
- Not needed to buy expensive terminals
- Possible to integrate Push-To-Talk with other Safety Management applications
- Call recording
- Only one device for group communication and normal voice calls

Police motorbike with Push to Talk rugged handset
- Different groups communication depends on users responsibilities
- Housekeeping, room service, luggage service, taxi, restaurant
- All groups managed from single point i.e. reception
- Constant contact with staff members
- The duty manager can quickly find out where staff is and re-direct them to another job
- Low cost of handsets to roll out the system for all employees allows better presence and ability to support hotel guests and the business more efficiently
- Replace old and extremely inefficient pagers
- When porter is needed for urgent patient, he receives voice message immediately from the control desk and does not need to find phone to replay
- All members in hospitals can be assigned to different groups depending on their tasks
- All members receive calls from the control desk, they can respond immediately to a call, saving significant time
- The controller can immediately find out which porter is nearest to the required task enabling increased response times
SOME OF OUR PARTNERS

RAYTHEON

Communication LCT

Avltrack

Vortex Solution

Savox