



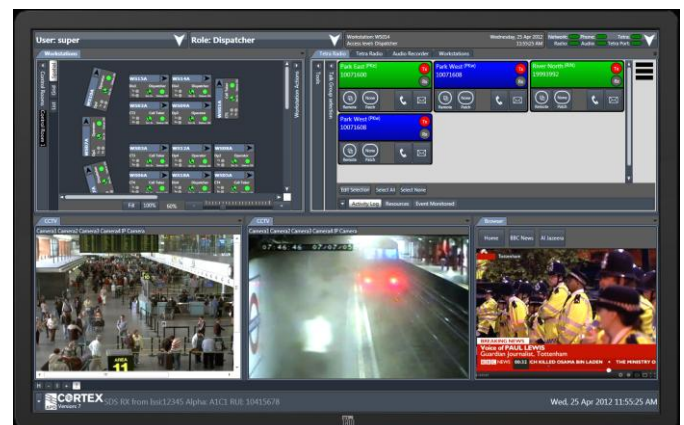
APD Communications, a global leader in mission-critical mobile information, resource location and control room solutions, today announces the next generation of its market-leading Integrated Communication Control Solution (ICCS), CORTEX 7, at the 14th annual TETRA World Congress, in Dubai. CORTEX 7 is packed with new features and functionality that consolidate its role as the control room's central intelligence hub and will transform the user experience in terms of efficiency and flexibility when communicating with and dispatching emergency resources.

"CORTEX 7 is the result of a comprehensive engagement programme with our global customers, where we wanted to understand how we could enhance our market-leading control room communications solution further," said Jonathan Hamill, APD's Sales & Marketing Director. "APD has an excellent tradition in listening to our customers and responding to their requirements and their input is vital in helping us develop many first-to-market features."

Among the new features in CORTEX 7 are:

- **User Interface customisation** – The enhanced user interface can be tailored and adapted for operator-specific tasks, giving the user a real-time, at-a-glance view of everything they need to make timely, informed decisions.

- **Multi-Touch capability** – The touch screen has been updated to include the kind of 'gesture' functionality such as 'pinch to zoom' found on tablet devices.
- **'Map-centric' functionality** – CORTEX 7 will also integrate with APD's ARTEMIS portfolio of location solutions, allowing operators increased interaction (including geofencing capability) with resources directly from the map.
- **Tablet compatibility** – Following the success of CORTEXremote in the field, CORTEX 7 will have full support for tablet devices for a truly portable solution.
- **Social Media integration** – Operators will have access to multiple sources of information, including live news feeds and instantaneous social media updates, helping optimise decision-making in the control room.





“In an emergency services control room every second can have far-reaching consequences, which is why CORTEX 7 benefits from having so many time-saving enhancements,” said Simon Read, Head of Product Management. “From the at-a-glance, multi-touch interface to the portability and live media integration, never before has so much intelligence been available at operators’ fingertips.”



In addition to CORTEX 7, APD will also showcase its other award-winning mission critical solutions, including the ASPIRE Customer Relationship Management (CRM) solution and the Mobile ID solution, in addition to the recently launched ARTEMIS resource and information management portfolio. Also on the APD stand will be the award winning Omniguard lone worker protection system and Steria’s STORM CAD solution.

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To find out more and see a demo of CORTEX 7, visit stand B301 at this year’s TETRA World Congress.

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