



ISSUE 14

PACIFIC TIMES

SEPTEMBER 2010 EDITION

THE LATEST PRODUCTS > SPECIALS > CLASSIFIELDS

Welcome to the September edition of Pacific Times!

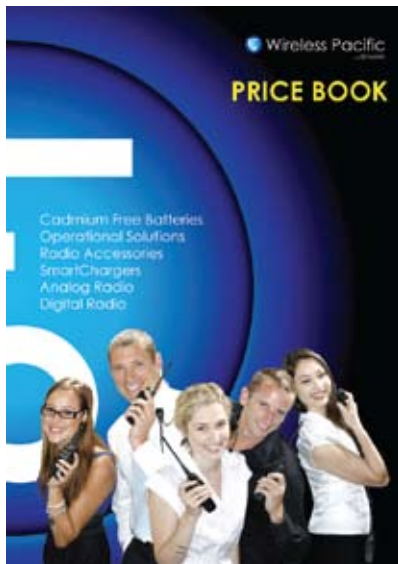
Over the last two months, we have had the pleasure to give away the Apple iPad with every PDX Lite order. Due to the overwhelming popularity of this offer, we have decided to continue to give you more! In the coming months we will be announcing a range of new offers and give aways - just as good as the last!

Don't miss out - watch this space for further details.



This month we are very proud to bring you our latest price book. Featuring over one hundred products, the forty page glossy catalog brings you a comprehensive listing of repeaters, microphones, earpieces, speaker mics and headsets, including the latest radio solutions from Peltor.

Batteries and special order accessories are also featured in the new catalog, along with many of the industry's latest two-way products such as the new 2200 mA cadmium free, long life NI-MH battery and GTR Professional Portable Radio with Bluetooth. Both products are highlighted inside this edition of Pacific Times >>>



Along with bringing you some exciting new additions from the Australian and global market, we are happy to announce that there have been numerous price reductions on many popular products. The noise cancelling lightweight headsets, which are ideal for both work and personal use, start from just \$109. The GTR Professional Portable Radio, which comes with over 250 channels and a one year warranty starts from just \$398!

We're excited about the new release and certainly hope you are too!

Until Next Month,
The Team @ PWC



PWC's New Address

*9/ 21 Huntingdale Road
Burwood, Victoria 3125*

Phone: 03 9888 7347

*Drop in to chat about
the new pricebook over
coffee?!*

COVER:

Introducing
the latest
Pricebook

FOCUS:

Pricebook
Highlights

EVERY MONTH

SPECIAL
p. 3

RE-Cycle
p. 4

ARCIA NEWS
p. 5

CONTACT

T: 03 9888 7347

F: 03 8610 1624

admin@pwcau.com

www.pwcau.com

FOCUS

Announcing

GTR™

PROFESSIONAL PORTABLE RADIO

Optional built in  **Bluetooth®**

GENERAL FEATURES:

- Bluetooth (optional)
- Hi/Lo RF power select
- Channel scan
- PTT unit ID-ANI
- Emergency call/Radio kill/revive
- 5 tone signalling/DTMF
- Built in VOX PTT
- 2 level battery saver
- MIL-STD-810 C/D/E/F/ IP-54 water & dust
- Premium quality design
- Radio to radio cloning
- 250+ channels with Alpha naming
- 1700mA Li-ion battery (optional 2000mA)
- 1 year warranty/3 year warranty option



List price from **\$398**

ANALOG & DIGITAL REPEATERS

RDX PICO™ SERIES



Now 1, 4 & 6 mode models

List price from **\$4594**

Portables not included- shown for comparative size purposes



5W analog List price from **\$1988**

New low current model

PDX Lite™ series

BDX5000™ BASE STATION REPEATER



P25 List price from **\$5968**

RDX3588™

25W One channel model

List price from **\$7900**

NXDN



Pricebook Highlights

Price reductions - most products!

NEW & ENHANCED ACCESSORIES AND BATTERIES from OUR LATEST CATALOG

prices exclude GST



Waterproof speaker mics **WPRSM IP67 Series**

- Outstanding loud & clear audio
- Rugged drop resilience
- IP67 waterproof mic head*
- Tough 4mm curly cable
- Continuous rotary clip
- Stylish professional design



List price from \$58

2200mA Cadmium Free **Long Life NI-MH Batteries**

- 1000 re-charge cycles
- Low self discharge
- Half the ownership cost
- Now 2200mA capacity
- Great pricing
- Environmentally friendly
- To suit many radios

Noise cancelling lightweight headsets **WPLWH/PTT Series**

- Noise cancelling microphone
- Quick disconnect PTT cable
- Hi/Low speaker volume
- Crystal clear loud audio
- Ideal for personal issue
- In-line PTT cable



List price from \$109 set

**WPPTT
CABLE**

SMARTCHARGERS DESKTOP - WALL MOUNT - VEHICLE -AC/DC



PELTOR RADIO SOLUTIONS





RE-Cycle



ARCIA NEWS

Welcome to Radio Electronics Cycle – a sustainable trade!

RE-Cycle aims to support our industry and reduce waste for our environment.

RE-Cycle is an ongoing, free classified section to advertise ex-demo radio equipment and discontinued stock. It also provides a space to connect industry professionals seeking jobs and opportunities such as internships and apprenticeships.

As RE-Cycle continues to grow, we hope that radio equipment can be re-used in a responsible way or to the benefit of the wider community. So if you are looking at hiring new staff, looking for new industry opportunities or just wanting to trade, swap, donate or sell radio communications equipment send your free ad to RE-cycle@pwcau.com.

For more information about this initiative and how you can get involved visit: www.pwcau.com/RE-cycle.

By working together, we can create a sustainable trade.

2010 Industry Gala Dinner

Have you secured your tickets yet to the industry's night of nights?

Held in conjunction with RadioComms Connect 2010, the annual Industry Gala Dinner will be held at Palladium at Crown in Melbourne, Victoria on 17 November 2010.

Tickets, event details and award nominations are available at www.arcia.org.au.

PWC is a proud corporate member of the Australian Radio Communications Industry Association (ARCIA).

Through implementing diverse, industry-specific initiatives, ARCIA seeks to raise the profile, the real importance and awareness of radio communications in Australia.

www.arcia.org.au

EMPLOYMENT OPPORTUNITIES

SENIOR RADIO COMMUNICATIONS OFFICER

Dubbo, NSW - Excellent salary package and a splendid laid back, yet technically astute, team environment is on offer.

The role will be responsible for the installation, maintenance and repair of mobile radio, microwave radio, data, telephony and SCADA systems; including emergency response, project installation and technical support of telecommunication systems. To be considered for this role you must also have a minimum qualification of Certificate III in Telecommunications as well as strong knowledge of all types of cabling including Fibre, Cat6 and coax.

Urgent Role - Interviews ASAP. Contact Sarah Knight on 02 8243 1915, quoting Ref No. SLKCOMMMTEL10.

BUSINESS DEVELOPMENT MANAGER Melbourne, VIC - Highly Lucrative Base + Car + Super + Uncapped Comms. National company with international client portfolio. As the Business Development Manager (BDM) you will be responsible for hunting new business accounts in the local and international market. You will build your client portfolio through cold and warm calls and develop relationships with clients. You will conduct client meetings, presentations and close deals based on a tailored business solution. The successful candidate will have 5 years experience selling communication products and services. Exceptional business acumen and organizational skills are imperative. They will also be able to produce a successful sales track record. Contact Rod Favola on 03 9670 6682 or email rodnevf@milestonesearchsales.com.au, quoting: Ref no. RF15112.



The Adventures of Gee-Pee



Buster's Sales Tip 14

Offer Something New!

When you are selling to existing customers, always remember how hard you had to work to get the business from those customers in the first place.

Whether you were able to win a contract or if you were able to get your customer to switch to your company for some of their needs, you offered the customer an alternative that caused him to decide to buy from you.

Buster says: Stay ahead of the game! When you speak to an existing customer always have something new to offer that is tailored specifically to their needs and offer it at the best possible price available.



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