



Promoting digital radio solutions

Several of the world's leading device and network suppliers in digital radio services have announced the launch of the new DMR Association. BAPCO Journal Editor Jose Maria Sanchez de Muniain interviewed DMR Chair Mario Micheli of SELEX Communications (Italy).

Mario Micheli explains manufacturers are coming together to ensure that all DMR performances are compatible prior to certification by the new association.

Created by founding members of the DMR MOU Association which focused on helping establish the standard, this new organisation is designed to take DMR to the next level: encouraging interoperability and new product/service development to establish DMR as a preferred choice for professional users of conventional and trunked digital radio. "Analogue is still a huge part of the market. In other sectors of telephony the movement from analogue to digital happened in the 90s. In PMR and public safety this happened with TETRA. But today the world is

still full of analogue equipment which is obsolete," commented Micheli, who added that the migration from analogue, in a nutshell, has been taking too long.

The DMR Association will concentrate on removing barriers to interoperability by establishing best practices for testing and validation of the DMR standard. The organisation will also focus heavily on creating and promoting a common industry view on DMR as well as a variety of services to grow the market for all companies in the value chain. This includes developing educational

In the Heat of Battle, Experience Counts

EADS is a trusted partner to the UK's front line: providing the operational infrastructure that keeps them safe in whatever job and wherever they may be. EADS' resilient solutions go beyond technology. We provide the tools for people to modernise public services in meeting the challenges of the 21st century.

For the security and safety of all.

www.eadsuk.com



programs and tools like the DMR Association certification program to identify equipment meeting the DMR standard.

In addition, the group will seek to work with other standards bodies to ensure wider recognition of DMR standard and encourage broader interoperability of new products and services. "Our goal is to make DMR the most widely supported 21st century digital radio standard for business, and certified interoperability is the key to creating that demand," said Micheli. "The DMR Association is designed to promote growth by enabling open multi-vendor markets and healthy competition. This leads to lower long-term cost of ownership, a wide selection of products, as well as continuous product innovation – the most important features for current and future buyers."

The DMR Association has already begun to establish its testing and validation benchmarks. Association members Motorola and SELEX Communications recently supplied fully interoperable DMR communications equipment for the security operations at the recent G8 Summit in Italy.

DMR testing will range from laboratory work to real-life field trials and deployments to ensure pre-certified equipment is put through its paces. The field trials will form the basis for a guarantee to end users that if they buy certified DMR equipment, there will be no interoperability problems with terminals from different (also certified) terminals. "This has been a huge success already with TETRA such as in the UK public safety sector and many

other Public Safety operators outside the UK," said Micheli.

In addition to equipment and system compliance, the Association has a marketing committee dedicated to demonstrating why DMR is the leading international value digital radio standard available today in professional markets. "With digital radio emerging in the business world, there have been cases of mis-information," added Margaret Grant (of Tait Radio Communications, New Zealand), DMR Association Marketing Chair. "The DMR Association is aiming to provide clear, up-to-date information, designed for international markets, allowing interested parties, including potential members to make an informed choice."

The Association will become a first point of call for organisations looking to migrate to DMR, because it will clear up misinformation relating to – for instance – implementation and operational disruption. A key message is that DMR is not competing with TETRA – we are talking about an alternative standard and not a competing standard," said Micheli, who added that the standard has already been established by ETSI. "We as manufacturers are coming together to ensure that all performances are compatible prior to certification issue."

The Association plans to make further statements on certification in autumn and will formalise existing interoperability after that. As more member products come onto the market the aim is to quickly certify interoperability.

For more information visit www.dmr-association.org.

