

# Case Study

**Radio Links**  
Communications Ltd

GROUP OF COMPANIES

## Hytera Digital Radio System River Island Distribution Centre

### Customer Profile:

*Industry Sector*  
**Warehouse Distribution**

*Company*  
**River Island**

*Technology Partners*  
**Hytera DMR**

*Products Supplied*  
**Hytera MD785**  
**Hytera PD705**

*Solution Features*  
**New Digital technology**  
**Intelligent channel sharing**  
**Two channel frequencies**  
**Hard wearing portables**

*Solution Benefits*  
**Low cost infrastructure**  
**Health and Safety Features**  
**Reduces busy channel issues**  
**Lower Ofcom licence fees**  
**One-to-one radio calls.**  
**Reduced repair bills.**  
**2 year equipment warranty**



River Island's brand new European distribution centre, located in Milton Keynes, has been built to accommodate planned UK distribution activity, including internet based shopping.

The new facility comprises two self-contained units linked by twin bridges: the 270,000 sq ft DC1 holds River Island's boxed products while hanging garments are housed in the 230,000 sq ft DC2. The building includes a three-tier mezzanine floor, totalling 150,000 sq ft. Security Control Manager David Parker quickly realised that their existing analogue two-way radios were not up to the task and after discussions with our company tests were carried out using digital radios resulting in River Island's decision to purchase the new technologically advanced Hytera radios.



David Parker commented "We have found the improved coverage to be more than adequate for our requirement and the overall package offered by Radio Links Communications and Hytera surpassed all competitors. Main factors for us were; improved coverage, voice quality; dual voice channels on a single frequency and a robust, quality piece of equipment. We found no one else could match the product offered and we are extremely happy with our purchase." David added "I would recommend Hytera to other similar warehousing businesses".



*Radio Links Sales Director Mick Cleary with Security Controller David Parker and Hytera UK Manager, Jim Luo*

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