

# Hytera confident in reinforcing leading market presence with Middle East launch of Z1p

*Hytera teams up with Nedaa Professional Communication Corporation for seminar focusing on advantages utilizing newest addition to TETRA radio portfolio*

DUBAI, DUBAI, UAE, April 13, 2015 /EINPresswire.com/ -- UAE—Hytera, the world's leading Professional Mobile Radio communications solution provider, organized and held today (Monday, April 13, 2015) a joint seminar with Nedaa Professional Communication Corporation, a trusted and reliable choice



in the field of wireless communication supply in Dubai and the first operator of TETRA network, at the JW Marriott Marquis Dubai to regionally launch the Z1p, the latest addition to its diverse portfolio of Terrestrial Trunk Radio (TETRA). Organised under the theme “Embracing the New Height of TETRA Communications”, the event was attended by some of Nedaa’s top clients, which included senior officials and other government agencies.

During the seminar, Hytera senior executives presented the new Z1p model, a particularly slim TETRA handheld radio with a standard keypad which was developed in full compliance with the open ETSI standard and combines compact form with excellent radio features, discussed its key features and demonstrated its use. The facilitators also presented the company’s strategic roadmap towards development—including its current expansion initiative in the Middle East region, particularly in the UAE.

M. K. Wong, Vice General Manager of International Business, Hytera said, “We are very excited to announce the Middle East availability of the Z1p model, a fully-capable TETRA portable radio that packs all the important features in one slim and compact model. This new model is particularly suited for Dubai’s various industry verticals, as it works across any environment—rugged, business and even in the harsh outdoor climate. We would like to thank our strategic partner Nedaa, for inviting their key clients today, to see the strong features of this groundbreaking new TETRA network model. The release of the Z1p demonstrates our eagerness to consolidate our market leadership in the Middle East.”

The Z1p TETRA handheld radio offers key features like an ultra-slim design with a transmitting power of three watts; secure TETRA and tamper proof protection; a 1.8 inch color display; waterproof design based on MIL-STD-810 standards and degree of IP67 protection and is integrated with a device interface for audio and data capabilities. Z1p, tamper proof with AIE and E2EE encryption, offers a high degree of communication security. The unit also comes with an intelligent antenna design and offers other various functions like GPS and programmable buttons.

“Our team is confident in leveraging Hytera's latest Z1p TETRA unit across our various clients from

both the public and private segment. The new model addresses the demand for a world-class, strong and highly durable handheld radio that can work even in the harshest of environments—especially the hot weather and the ruggedness of the desert here in the UAE. Working in partnership with Hytera falls in line with our commitment to provide our clients with high quality communications services,” concluded Abdullah Al Falasi, Director of Commercial Affairs, Nedaa.

Established in 1993 in Shenzhen, China, Hytera operates on a global basis and develops radio systems and solutions that are in compliance with set international standards like DMR, TETRA and MPT-1327. The company offers a wide portfolio of customized communication solutions to government, public security, utility, transportation, enterprise & business for higher organizational efficiency. To date, Hytera has established a global sales network with more than 20 subsidiaries and offices in USA, UK, Germany, Australia, Brazil, etc. and ensures around 15% of revenue for R&D to keep pushing the limit leading and mature technologies. Hytera's three R&D in Shenzhen and Harbin in China, and Hannover in Germany have created a state-of-the-art platform for digital technology research, product design and application development.

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