



J.R. Brophy & Associates

DEALER NEWS & NOTES



J.R. Brophy & Associates

NEW PRODUCT AND IDEAS FOR OUR FRIENDS IN THE MIDWEST REGION

VOLUME: APRIL, 2008

J R BROPHY & ASSOCIATES JOINS HYT AMERICA!

Who doesn't know someone whose job has fallen victim to a corporate merger or acquisition?

Well, as most of you know, it happened to us in February of this year. But you should know how we look at the acquisition of Vertex Standard by Motorola—as an opportunity!

Realtors and investment managers say that timing is everything and with IWCE looming at the end of February ... well, if there was ever a good time...?!

Our team went to IWCE not necessarily looking for a radio line. Certainly, not one of the old line companies whose value proposition just didn't give us an opportunity to present something new and/or different. But something new, interesting, different, and intriguing...?

Well, we believe we found it!

- An emerging "tiger" with a pricing strategy to quickly impact this market.
- A clean sheet of paper as to dealer network and alignment.
- An experienced "lead" team with a well-reasoned program and "to market" plan.
- A strong, niche product line with an aggressive product development roadmap.

HYT America fit the profile we were looking for, and we have made a decision to represent them in the IL-WI territory. Our team is excited about the opportunity, the product, and the position of HYT and we will be speaking with many of our friends soon

about this terrific opportunity.

HYT understands the challenge of coming to a



The New HYT TC-700. Loaded with Features ... and a Terrific Price!

mature market at this time. Wayne Grimm, the VP of Sales and Marketing for HYT America notes, "We understand this market and we understand who we are. We have very little wiggle room. We know we have to be very good."

Sounds pretty good to us. Call us for more information about HYT America!

MORE EXCITING DEVELOPMENTS!

New accessories from **Pryme Radio Products...Pryme Turbo** products with the new SMART CONNECTOR technology...at great prices when compared to the OEM accessories!

Times Microwave has announced a new, smaller kit of cable and connectors for the **Silverline QMA**

radio test cables and connectors...fewer connectors with a more economical price!



GPS/GSM multi-band mobile antennas are the latest value series antennas from **PCTEL**. These omnidirectional antennas include

AMPS, GSM 800, GSM 1800 and GPS L1 frequencies in a cost effective design. Models are available in both permanent through-hole and magnetic mounts.

Vehicular BDA's for cellular coverage? Ask us! www.bostonamplifier.com



THE HYT VALUE PROPOSITION!

- An emerging two-way radio market player with aggressive pricing capabilities
- Largest local manufacturer of two-way radios in China ... 15 years' experience.
- 400+ person R & D and Engineering team at the factory.
- Aggressive, highly profitable margin for dealer channel.
- Rapidly expanding product offering ... at cost points aimed to displace incumbent competition.
- The right programs to "seed the market."



www.maxrad.com



www.timesmicrowave.com



www.radiointeroperability.com



www.pryme.com



www.crescenttech.com



www.emrcorp.com



www.nabcorp.com
...AND MORE!