



# Press Release

## FOR IMMEDIATE RELEASE

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## **SafeMobile Appointed Sepura Strategic Partner in U.S.**

*Provides ready-made eco-system of value-added services for TETRA users in the U.S.*

**Paris, France – May 21, 2013** - Concurrent with the 2013 Critical Communications World Expo, Paris, France, Sepura announced that SafeMobile has been appointed not only their newest Channel Partner in North America, but also both a Sepura Applications Program Partner and one of Sepura's Centers of Competence for Support in the United States as well.

Sepura's Channel Partner Model, with over 110 channel partners currently servicing more than 100 countries, includes regional Centers of Competence which enhance their overall regional support network by offering all of their partners and customers access to specialist knowledge and training. SafeMobile has already demonstrated its commitment to delivering outstanding support to our existing customer base and is ideally positioned to apply our local expertise to the emerging TETRA market in North America through Sepura.

Vanda Toner, Vice President of Business Development and Operations for SafeMobile, commented, "We are delighted to be working with Sepura to develop such an exciting TETRA market as the U.S., and that they have agreed to work with us to offer such a strong support capability locally. Given both our companies' experience of successful TETRA deployments, this gives users a unique end-to-end capability right here in the U.S."

Stuart Will, Business Development Manager for North America said, "SafeMobile, through its wider parent American International Radio, already has extensive experience of TETRA deployments. They are also an established applications developer, with many market leading applications which can be ported across to TETRA, creating a ready-made eco-system of value-added services for TETRA users in the U.S. This makes them (SafeMobile) an excellent partner for Sepura, allowing end-users to make best use of our leading edge range of terminals and get the most out of any TETRA deployment."

### **About Sepura**

Sepura is a global leader in the design, development and supply of TETRA digital communications solutions and offers one of the most flexible TETRA systems on the market.

[www.sepura.com](http://www.sepura.com)

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