



Firecom In Brief

- Privately held
- Growing +20% per year
- Targeting growth to over \$50 million in revenue
- Headquarters in Portland, Oregon, USA
- Customers in all 50 states and around the world

Points of Difference

- Wireless technology pioneers
- More than half a million users
- Custom engineering and development
- Comprehensive service and technical support
- Over 20 years of experience supporting fire and emergency services personnel

Firecom emerged from the entrepreneurial spirit of the founder behind Oregon Avionics, an electronics engineer working in his Portland, Oregon garage to solve a vexing problem – how to protect his hearing and better hear his flight instructor during training for his private pilot’s license. Brian VanderPloeg could not have imagined where his tinkering would take him or his ideas. After years of success in the aviation market, Oregon Avionics became Sonetics Corporation and began to focus on the numerous additional markets in which VanderPloeg’s advanced communication systems would be applicable.

Its first expansion was into the team communication side of fire and emergency services after a few local pilots, who were using the Flightcom intercom, asked about ways to apply the same innovation to their work as firefighters. He sought a solution to the challenge of engine and siren noise that interfered with voice communication for fire engine crews and that was causing hearing loss among the firefighter community. As a result of early success in the fire and emergency services market, Sonetics created its Firecom division in 1989 and began production of headsets, intercoms, and radio interfaces to solve these problems for firefighters and ambulance crews.

Over the years, Firecom has maintained very close relationships with its customers to continually research and develop new advancements that improve safety and communication effectiveness. The Firecom division recently pioneered the development of completely wireless DECT-based headsets, which increase safety and productivity by allowing firefighters to have full mobility and interference free local and radio communication to stay in continuous contact while on the fire ground – all without being tethered to an intercom or belt pack.

What started in a Portland garage has now expanded to a fast growing company with employees supporting customers across North America and around the world. Firecom’s original products have grown into an array of innovative headsets and communication systems providing both hearing protection and robust communication at the firehouse, in the fire truck, and on the fireground.

Firecom’s parent company, Sonetics, was recognized by *Inc. Magazine* as one of the 500 Fastest Growing Companies in the nation in 1991 and 1992. Today, Sonetics continues its rapid growth as it helps more than 500,000 customers in 90 countries solve their toughest communication problems. Sonetics’ rugged headsets, communication systems, and radio interfaces ensure that all team members can hear and be heard, even in the most challenging environments.

Sonetics is now finding a ready and eager market wherever there's a need to leverage team effectiveness to enhance the productivity of high value assets or help keep team members safe and is currently growing in excess of twenty percent per year. Sonetics' growing workforce is primarily located at its Portland, Oregon headquarters where its engineering and operations teams design, source, manufacture, and support products sold around the world. Hundreds of dealers and resellers partner with Sonetics to deliver and support customers in each of its markets and countries around the world.

Through the years, Sonetics' business has expanded to support teams in numerous environments, including commercial aviation, military, public works, marine, construction, and industrial operations. The entrepreneurial spirit, commitment to customers, and driving mission to provide the best communication solutions to ensure the productivity, safety, and effectiveness of work teams in challenging environments, lives on.

For More Information

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