



Press release

CEO Comments:

"Modern PTT technology can make the security industry more profitable, safe and effective"

[Stockholm, Sweden, October 19, 2016.] **The demand for security is increasing, but most security companies are still using out-dated internal communication systems based on two-way radios (walkie-talkies), which is not suitable for a modern competitive industry with low margins. This said CEO of leading provider of enterprise push-to-talk (PTT) group voice communications services, Swedish [GroupTalk](#), Magnus Hedberg in a statement.**

There is a huge potential to improve communication between members of a security team on the field; with more modern, but simple and user-friendly technologies.

“It is time to abandon the old walkie-talkie solutions and replace them with more modern communication solutions based on digital models such as push-to-talk (PTT) over cellular phones, a service that allows subscribers to use their phones walkie-talkies with unlimited range via the existing mobile networks”, says Magnus Hedberg, CEO of Group Talk, a Swedish leading supplier of professional groups and voice communications services, that recently also became a member of the Swedish trade union S akerhetsBranschen.

A good coordination and interconnection between guards and control centres during patrolling is an important factor to be able to conduct safe and effective safety oversight. This is particularly important when it comes to monitor large areas such as shopping malls, hotels, airports, event venues, logistics centres, etc. However, a majority of those working with security today, still use traditional and out-dated two-way radios (walkie-talkies) with a momentary button to switch from voice reception mode to transmit mode of communications.

“It is old and inefficient communication technologies, not suitable for an industry with low margins, an industry which at the same time, also must be in the forefront of technology, but also need to be secure, flexible, efficient and profitable”, says Magnus Hedberg.

Modern digital communication solutions are safe and cheap

Until now the development of effective communication tools have been very costly and complicated. In some cases, the technology also had become out-dated before it was to be rolled out. For smaller security companies, there has not even been an option. For most of them, out of economic reasons, it has been virtually impossible to get a modern communications system with an adequate geographical coverage.



Now there is modern communication solutions based on digital models such as push-to-talk (PTT) over cellular phones, a service that allows subscribers to use their phones like walkie-talkies with unlimited range via the existing mobile networks.

PTT enables simple and safe communication between colleagues with the touch of a single button. The solution is cloud-based and communicates directly through the users' smartphones (and tablets/laptops). The solution is safe and the sound is much clearer than walkie-talkies, which reduces the risk of misunderstanding.

PTT uses the existing mobile network, without having to build and maintain their own network, and is therefore extremely cost-effective – subscription to the service may cost a few thousand per month. It is quick to roll out a PTT solution, even for tens of thousands of users and the administration is easy and flexible. Some security companies, however, is in the forefront and has already embraced the use of smartphone or PDA with apps to streamline the guards reporting procedure. To add the PTT is a natural step in continuing to enhance communication, explains Magnus Hedberg.

“The security company that has implemented PTT solutions have seen positive effects in terms of improved security monitoring, improved competitiveness, reduced costs, committed staff and better working environment”, concludes Magnus Hedberg at GroupTalk.

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About GroupTalk AB

GroupTalk is a Swedish leading provider of enterprise push-to-talk (PTT) group voice communications services. GroupTalk enables users instant communication through a single push of a button in a user friendly, flexible and safe manner, using smartphones, tablets or PCs. The cloud-based solution is secure, scalable and cost efficient, rapidly replacing the more rigid and expensive intercom/walkie-talkie systems across a number of industries like aviation, construction/infrastructure, energy, retail, security, etc. See <http://grouptalk.com/>