

# ALERTBOX AND 2-WAY RADIO COMPARISON



AlertBox in the workplace links traders with neighbouring businesses. In times of need, press the **WARNING** or **HELP** button and the device will broadcast the type of alert, along with the sender's name, address & phone number.

Essentially, AlertBox is an electronic form of business watch.

There are similar attributes to using two-way radios in this manner; AlertBox communities can therefore be compared with Retail Radio in some scenarios, however, there are some distinct differences between the two products and the following table illustrates some of these:



	ALERTBOX NETWORK	RETAIL RADIO
<b>DEVICE TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>Digital radio, premises-to-premise communication</li> <li>Mains powered</li> <li>Dedicated digital channel</li> </ul>	<ul style="list-style-type: none"> <li>Digital radio, person-to-person communication</li> <li>Battery powered</li> <li>Multi-channels, protocols on use required</li> </ul>
<b>PRICING &amp; FUNDING</b>	<ul style="list-style-type: none"> <li>Paid for by capital community funding from Council and police and awarded to communities to promote cohesion etc</li> <li>Typically project focused, cost per premises £150 – £250, depending on consultancy and installation services</li> <li>No on-going costs</li> </ul>	<ul style="list-style-type: none"> <li>Equipment is typically £200 – £580 per unit or leased</li> <li>Ongoing contract for radio licence and maintenance fee</li> <li>Typically paid for by end users, or by Revenue funding with contribution from end-user, which needs to be administered</li> </ul>
<b>TYPICAL LOCATIONS</b>	Secondary/satellite trading areas of independent traders	Primary trading areas such as high streets with national shops with security budgets (Boots, M&S etc)
<b>DEVICE OVERVIEW</b>	<p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>Simple to use, just press a button (no talking required)</li> <li>Projects are simple and quick to deploy</li> <li>Good for day to day 'warning' messages: suspicious people, feelings of isolation, fraudulent money etc</li> <li>No language barrier</li> <li>Fixed to the wall – you always know where the device is</li> <li>Can be used surreptitiously, idea for lone workers</li> </ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>Concept of electronic neighbourhood watch is new [although it has been used successfully for the last 3 years in London]</li> <li>Need to secure funding from local community partnership to award units free of charge to premises</li> </ul>	<p><b>Pros:</b></p> <ul style="list-style-type: none"> <li>Concept of walkie-talkies is familiar</li> <li>Can give detailed description over radio</li> <li>In certain instances, device can connect to CCTV or PCSO</li> </ul> <p><b>Cons:</b></p> <ul style="list-style-type: none"> <li>Frequently used for chit-chat amongst cliques of people</li> <li>More complex to use as it's a semi professional tool (however, ideal for security personnel in high street environment)</li> <li>Mobile device: might not be found when needed</li> <li>Batteries need to be re-charged and replaced regularly</li> <li>Lone worker using device overtly can escalate confrontation</li> <li>Audible messages could be "missed" or language/accnt not understood clearly</li> </ul>