

# *Hytera PoC Solution Provides Brunei with Nationwide Group Calling and Broadband Data Service*



## Introduction

Brunei mobile phone operator Imagine wanted to modernize its push-to-talk offering for its enterprise customers. Hytera implemented its HyTalk PoC3000 platform and devices to provide a private nationwide group calling and broadband data service including video streaming to help customers enhance their operational effectiveness.

## The Background

Imagine Sdn Bhd (formerly known as TelBru) is a telecommunications provider in Brunei that offers fixed line high speed broadband, mobile phone connectivity, Internet and IoT services to consumers and enterprises in the nation. Imagine also offers a DMR land mobile radio network for use by enterprises. They wanted to upgrade this narrowband service with a broadband Push-to-Talk over Cellular (PoC) network for use by their clients in various industries such as banking, property management, hotels, retail, logistics and other commercial industries.

### User Name

Imagine (Brunei Mobile Telecommunications Company)

### Date

2022 to present

### Industry

Mobile Telecommunications Network Operator

### Products

PNC370 PoC Radios  
PNC360S PoC Radios  
PNC380 PoC Radios  
Hytera HyTalk PoC3000 Platform





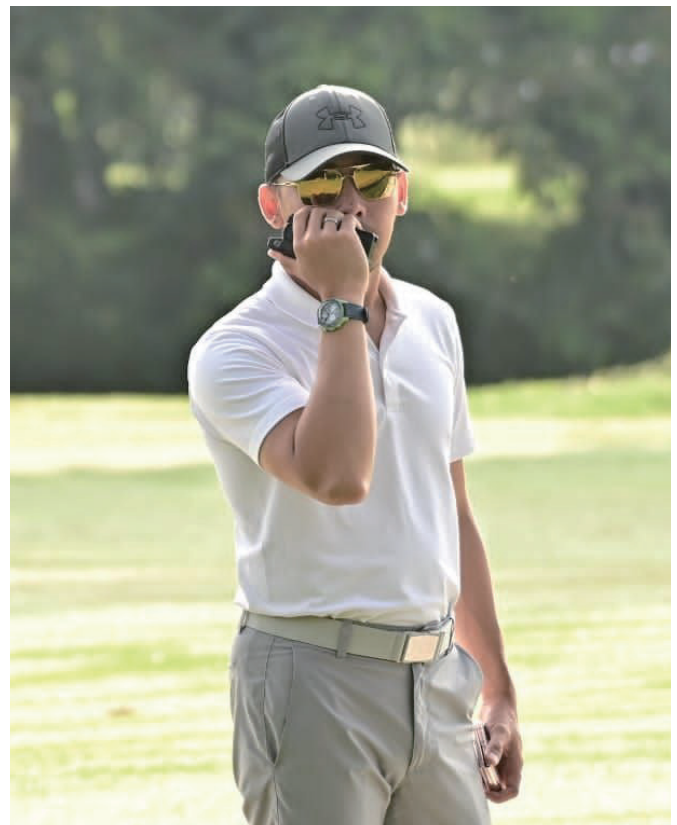
## The Challenge

The local Brunei DMR network had been in operation for more than five years and was showing its age. Some of the base stations were malfunctioning, while others had stopped working entirely. The DMR network was also expensive to operate and maintain. Imagine decided to replace it with a broadband PoC service, which would provide nationwide coverage over the company's existing LTE infrastructure.

## The Solution

Imagine decided to adopt Hytera's HyTalk PoC3000 platform and radio terminals. The great advantage of PoC technology is that it enables subscribers to make one-to-many calls to different groups of people at the same time over a mobile operator's network. PoC offers private communication networks with all the functionality of traditional LMR technology, but without the need to invest in and maintain expensive equipment, as the service operates over existing cellular infrastructure.

Hytera partnered with PAR Corporation, a local Brunei telecommunications and IT systems integrator, and Imagine to deliver the required PoC services. Imagine can now offer customers a hosted PoC solution based on HyTalk PoC3000 platform and management system.







The solution provides high quality voice communications over 3G/4G/LTE networks with group calling, built-in Wi-Fi, instant messaging, GPS positioning services, video streaming, web-based dispatch and voice, data and video recording and logging.

Each customer can set up an exclusive management account and dispatch account, making it easy and convenient for users to manage and schedule their terminals.

Imagine offers subscribers a choice of three compact and rugged Hytera PoC radio terminals, the PNC370, PNC360S and PNC380. All three terminals adopt a traditional radio form factor with stub antennas, which will be familiar to existing DMR users. Each offers a different range of functionality and multimedia applications to suit the level of sophistication required.

For example, the PNC360S is a very compact and simple to use PoC radio that fits comfortably in the palm or pocket. The one-sided key layout makes the radio easier to use with one hand. It is very tough and durable, as it has an IP67 rating and conforms to the MIL-STD-810H standard. It features excellent audio, GPS and a battery that provides an amazing standby time of up to 60 hours.

The PNC370 comes with Bluetooth to support BT audio accessories for hands free use, pre-installed Android apps, GPS, noise suppression technology for quality audio, MIL-STD-810 G and IP55 certification, long battery life and built-in Wi-Fi.

For subscribers looking for a more feature-rich device, the PNC380 combines instant communication and multimedia applications into one single device to deliver rich multimedia data services, including 4G video transmission via its 5MP camera, location sharing, and instant messaging. Unlike the other two devices, it has a full keypad, so users can also make telephone calls.

## Products

PNC370 PoC Radios  
PNC360S PoC Radios  
PNC380 PoC Radios  
Hytera HyTalk PoC3000  
Platform



## The Benefits

### Cost Effective Solution

Imagine's Hytera PoC300 platform provides customers with a much cheaper private PTT communication solution with one-to-many and individual calling compared with traditional LMR systems, as they do not have to invest in any infrastructure or frequency licences.

### Nationwide Private PTT Coverage and Increased Capacity

The PoC solution provides an almost unlimited coverage range with Wi-Fi and 3G/4G/LTE enabling subscribers to talk to anyone within the mobile network's national coverage footprint, which increases the mobility of workforces. Unlike LMR systems, PoC increases capacity as it supports a much larger number of users and talk groups for each customer.

### Broadband Data

Unlike narrowband LMR networks, the broadband PoC network supports far more data including text messaging, large data files and value-added services such as video recording and live video streaming.

### Dispatching and Location Tracking

The Hytera PoC system offers full web-based dispatching facilities for fleet management, including display of real-time on-duty status and real-time location tracking to enhance teamwork, collaboration and operational effectiveness.

### Centralized Management and Logging

The dispatch solution includes a full recording and logging system of audio, text, data and video to provide a history of all communications for easy review and analysis and for use in training.

### Worker Safety

Hytera PoC systems support a number of personal safety features including man down, lone worker monitoring and high speed emergency response coordination using GPS positioning. Caller ID ensures dispatchers can immediately identify every radio user.

### Compact, Rugged Radios

Hytera PoC radio terminals are compact, tough and reliable with excellent audio quality and a long battery life. The ergonomic design makes them simple and easy to operate.



### Hytera Communications Corporation Limited

Stock Code: 002583.SZ

Address: Hytera Tower, Hi-Tech Industrial Park North, 9108# Beihuan Road, Nanshan District, Shenzhen, P.R.C.

Tel: +86-755-2697 2999 Fax: +86-755-8613 7139 Post: 518057

Http: [www.hytera.com](http://www.hytera.com) [marketing@hytera.com](mailto:marketing@hytera.com)

HYT, Hytera are registered trademarks of Hytera Communications Corp., Ltd. © 2023 Hytera Communications Corp., Ltd. All Rights Reserved.