

DH MARKETING

Independent Manufacturers Representative

Newsletter

January 2011

In This Issue	
Federal Signal	2
Federal Signal Mass Notification Seminars	2
Midland Radio Promotions	3
Laird Technologies	3
Eventide	3
Bosch - Telex New Regional Manager	4
Scheduled Events	4

**D H Marketing is proud to announce
that we now represent:**



&



LED Obstruction Lights

Dialight.com

Antennas & Reception Solutions

Lairdtech.com



LED Obstruction Lights



Long life

LEDs will last a long time, but only if the product design is engineered correctly. The key is to manage heat dissipation: Keep the LEDs running cool and they will last for years. Unlike other lighting technologies, LEDs love cold weather. Most LED based obstruction lighting systems ship with five-year warranties, but most often last upward of 10 years. Because the LEDs use semiconductor technology, they can be managed easily and can be networked with GPS, making the monitoring of units quite simple.

Energy savings

Compared with wasteful L-864 incandescent beacons that consume 1,400 watts, the latest LED beacon equivalent consumes only 20 watts, or roughly 98 percent less energy. L-864/L-865 Xenon dual beacon systems consume as much as 390 watts for day mode (white), and 490 watts for night mode (red). This is reduced with an LED system to 90 watts for day mode and 35 watts for night mode. Meanwhile, the L-810 side marker lights reduce consumption from 116 watts to 8.5 watts.

Contrary to some, outdoor warning systems are not “Old Technology”. They are an integral component of a “**Mass Notification System**” that also may include **reverse 911, text messaging, indoor PA systems** and other devices.

Federal Signal sirens have technologies that are more advanced than many of the single notification systems, such as reverse 911. The **Federal Signal** outdoor warning systems have the most sophisticated sirens, activation and mapping available. They can be integrated to numerous other notification and warning devices and systems to provide a comprehensive outdoor and Indoor mass notification system.

The **Federal Signal** mass notification system was used effectively during the recent **University of Texas Austin** campus shooting incident. The outdoor sirens were activated to give an audible alert that there was a problem; the electronic sirens then provided critical voice announcements to thousands of students and staff on the campus.

The University of Stephen F. Austin has used its **Campus Alerting** system in a similar incident. This system includes the **Federal Signal outdoor warning sirens with voice**, in addition to the **Federal Signal CodeSpear notification system**.

The CodeSpear system provides indoor warning, mass texting and other methods of providing detailed information to the students and staff. The **CodeSpear** system can be used daily to provide information the campus students and staff, in addition to being available when an incident takes place on the Campus.

Federal Signal outdoor sirens are in place in critical flood prone areas in central Texas to provide warning to citizens who live in the area, as well as visitors who are in numerous RV camp sites along these areas. **The City of New Braunfels**, Texas have selected **Federal Signal** to install outdoor warning sirens along areas in their community that floods and poses a hazard to citizens and visitors to their community. When a community has outdoor recreational areas and many visitors to their community, reverse 911 will not alert and inform these people, but the outdoor siren is very effective.

Of course the outdoor warning siren remains the staple in any community’s plan to alert its citizens when there are threats of tornadoes, hurricanes, floods, chemical spills, terrorism, and any of the other types of threats that may take place in our communities.

D H Marketing has over 20 years of experience in acoustical site survey’s, coverage maps and comprehensive system proposals for your community.

Alertnotification.com



[Mass Notification Seminars](#)

Oklahoma City, Oklahoma - January 25, 2011

Dallas, Texas - January 27, 2011

Alexandria, Louisiana - February 22, 2011

Little Rock, Arkansas - February 24, 2011

Please Check the D H Marketing Website for Details

dhmarketing.biz



Current Promotions:



Midland Radio

SP-410 Radio

\$107.00 each

Includes: battery, belt clip, charger, programming software and programming cable

Limited Supply!



Midland Radio

70-440BP Radio

\$72.00 each

Includes: battery, belt clip, charger

Only 4 demo units available



P25 STM1050B Mobile w/mic, DC Power/speaker cable, mounting bracket & external speaker MRP25 CD & P25 kit Only 1 **\$1,198.00** demo unit

Contact **D H Marketing** for more information and to place your order. **800-966-3357**



Antennas & Reception Solutions



Laird Technologies has developed more than 1,500 handset antenna designs and has supplied more than one billion cellular handset antennas around the world. Our industry-leading, high-capacity manufacturing operations regularly surpass one million shipments of mobile antennas per day.



Laird Technologies' engineers have end-to-end system knowledge and employ advanced, proprietary design tools to bring novel designs to market with unmatched performance that adds value in every application, including industry-best antenna solutions for fixed and mobile clients, base stations, wireless backhaul, portable radios, telematics and many other applications.

Lairdtech.com



Advanced Technology Logging and Archiving Systems



VR778

VR615



Eventide.com



VR725



Bosch appoints **Michael Lee Lockwood** as the **Regional Sales Manager** for the **Telex Dispatch** products division, in the 15 state region that includes Texas, Oklahoma, Arkansas and Louisiana. He began his career as a public safety dispatcher for the City of Galveston, Texas in 1996 while attending the police academy. He has been a member of the La Marque Volunteer Fire Department since 1993. He served as a police officer for the City of La Marque, Texas and La Marque Independent School District until 2001. Michael later worked for Bearcom Communications as a field service technician, and later as an IT director for another Houston based organization.

Michael returned to work for the City of La Marque as their Deputy Emergency Management Coordinator where he held the role of Operations Section Chief during Hurricane Rita of 2005. His skills and experiences in the emergency field linked him to the County of Galveston, where he became their Emergency Operations Coordinator in early 2006. Mr. Lockwood served as the Incident Manager during Hurricane Humberto in 2007 and as the Operations Section Chief and Incident Manager during Hurricane Ike in 2008.

Throughout his professional career, Michael has received commendations including a "Citation of Valor" for heroic action in a fire, "Police Officer of the Year" and "Firefighter of the Year". He has authored several articles published in magazines and periodicals related to emergency communications. He began working with the Telex Radio Dispatch equipment during his tenure with Galveston County, where he managed a project to install dispatch consoles within the Emergency Operations Center. He also designed and coordinated the installation of a county-wide interoperability system utilizing Telex equipment as the core. He left Galveston County to pursue an endeavor as a Telex dealer. He has installed several dispatch console systems throughout southeast Texas. When the Regional Account Manager position became available for Telex, he was perfectly poised to be a candidate for this role. He is very enthusiastic about his new position with Bosch as the Regional Account Manager for the **Telex Radio Dispatch** product line.

Telex.com

2011 Scheduled Events

January

26 Aeroflex & EMR Training - Houston, Texas

February

21 - 24 NATE 2011 - Oklahoma City, Oklahoma

March

3 - 5 National Severe Weather Workshop - Norman, OK

9 - 11 IWCE - Las Vegas, Nevada

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