From: Kathy Hughes
To: angie newsome; asheville citizen times; associated press; barbara blake; bill mcclement; bob hunter; cibo; cibo; clarke morrison; clear channel; dale neal; david forbes; dawa hitch; Don Yelton; ellen; Ellen Heywood; jake frankel; Jerry Rice (jerry1advocate@gmail.com); lavox; mark barrett; mountain x; Peggy Moody; tammy jones; Trudi Walend; wlos; wwnc radio
Subject: Media Advisory -- Event
Date: Thursday, October 10, 2013 11:48:00 AM

WHAT: Ribbon Cutting -- Public Safety Communication System
WHO: Buncombe County Commissioners
Van Duncan, Sheriff;
Jerry VeHaun, Emergency Management Director;
Cassidian Communications
WHEN: Monday, October 28, 2013
11:30 – 12:30 p.m. Ribbon Cutting
12:30 - 2 p.m. Tours of EOC
WHERE: Omni Grove Park Inn 290 Macon Avenue, Asheville, N.C. 28804
WHY: Buncombe County and Cassidian Communications invite you to attend the launch of the County's new state of the art P25 Public Safety Communication System

MEDIA CONTACT: Kathy Hughes, County Public Relations; 828 250 4105

Background Info:

- In January of 2013 the Federal government required all public safety radio system operators to "narrowband" which meant Buncombe County would have to change the way our public safety signal was transmitted which would reduce the distance in which the signal could travel.
- Due to Buncombe's geographic location and the location of our tower sites we had interference issues from surrounding counties; security and privacy issues; poor in-building coverage and interference
- After extensive internal and external analysis the County chose a frequency system that had been dedicated to public safety and was coordinated through regional authorities.
- This choice gave public safety radio system operators protection from interference and a "clean" operating band which meant it was free of ambient radio waves that could affect signal quality.
- Buncombe agreed to partner with Cassidian who provided Buncombe County with equipment to build our 12 site 700 MHz P25 Radio system.
- Our system has a guarantee of a 10 year lifespan and projected lifespan of 15 years.
- Cassidian is the second largest Land/Mobile Radio communication network company in the world with radio systems deployed in over 200 public safety networks in 68 countries.
- Cassidian is the largest digital voice and data communication system in the world and their gift to Buncombe has helped us meet our mandated radio upgrade while helping their efforts to expand into the Police LMR market in America and showcase system in a mountainous region

Cassidian Contact: Michael Doerk, michael.doerk@cassidiancommunications.com or 469-365-4989

Kathy Hughes, NCCCC

Clerk to the Board
Public Relations Director
Buncombe County Government
200 College Street Suite 300
Asheville, NC 28801
(828) 250 4105 o
(828) 545-7468 c

"Be kinder than necessary, for everyone you meet is fighting some kind of battle."