

cellphone?
yes.



walkie-talkie?
affirmative.



10-4 Your guide to a new way to talk.



Making it simple.™

Introducing a new way to communicate with your team: Immediately.

The 10-4 service from Bell empowers your team to use their cellphones as walkie-talkies for immediate communication. In fact, the 10-4 service gives you an all-in-one communication tool: cellphone, walkie-talkie, with data capability. Plus, it's a service that allows you to talk to one or to many 10-4 users at once. 10-4...it's a new way to talk.



Use the **10-4** service to increase your productivity and efficiency.

Give your team cellular handsets enabled with the **10-4** service for walkie-talkie capability, and with a push of a button they'll be able to communicate one-to-one or with up to five other **10-4** subscribers at once. Plus, consistent coverage across Canada means they'll stay in touch, no matter where the road takes them.

As for your bottom line, the **10-4** service puts the cost of communicating under your control with unlimited **10-4** calling and no long distance charges across Canada⁷. Plus, your team will save time because using the **10-4** service to make a call is quick and efficient. It's the perfect choice for:

- **Sharing information immediately**
- **Getting quick confirmation from someone**
- **Checking the status of a situation**
- **Alerting others (single contacts or groups)**
- **Contacting the same person multiple times per day**



A new way to talk.



Leverage the benefits of the 10-4 service for your business.

More efficient ways to communicate.

Whether it's cellular, walkie-talkie or data applications – the 10-4 service gives your team a choice of more ways to communicate. You simply choose the best method for your situation.

The capability to talk “one to many”.

At a push of a button, the 10-4 service lets a team member initiate a call with up to five other 10-4 users. This ability to talk “one to many” is the perfect solution when you need to provide an update, get information or make a team decision right away.

Business costs that are truly under control.

With unlimited 10-4 calling, this service is an economical alternative. And you won't have to worry about managing the cost of long distance across Canada. It's included in your 10-4 service plan.*

What does National Coverage mean to your business?

Stay connected to your team with consistent coverage and more, thanks to the 1X network.

Since the 10-4 service is integrated into a cellphone that operates on the 1X network, your team will benefit from the technological advances of the 1X network:

- Extensive Canadian 1X digital coverage
- Expansive U.S. 10-4 service coverage on the Sprint network^{††}
- Advanced 1X network with enhanced security features
- Superior voice quality
- Always-on connectivity
- Wireless data capability



Functionality that goes the distance.

Cellular Phone

A 10-4 enabled handset is still a cellphone – so your team will continue to enjoy the benefits of the cellular service they’ve grown to depend on.

Data Capability

A 10-4 enabled cellular handset is also data capable, so your team can take advantage of numerous wireless data solutions to meet their business needs, including transmitting data at up to 163 Kbps†.

One Number

One number for both your voice and your 10-4 service. One number for you to remember. One number for your business contacts to remember. It’s that simple.

Advanced Contact List Management

No dialing is required once Personal or Company lists are created – just select an entry from your contacts in your 10-4 phone book and press the 10-4 service button to get connected. This means group calls can be made on the fly. Plus, you can manage Personal Lists and Personal Groups directly on the handsets or via the Web. Your Corporate Administrator will manage your Company Lists and Company Groups using an online Web tool that updates employee lists, key team lists, etc. that are centrally “pushed” to your employees phones; allowing for greater control, flexibility, and distribution of company contact information.

The 10-4 service is simple.

All that’s required to get started is a:

- 10-4 service enabled cellphone
- 10-4 service plan
- Other 10-4 users to talk to

The Sanyo 7300



Enhanced Features

- Durable style
- 10-4 capable with dedicated button
- Enhanced Web browser – Java capable to access applications such as email and games
- High-quality speakerphone for 10-4 and voice calls
- Downloadable ringtones and screensavers
- Text messaging
- Data to Go - USB
- Use your phone as a modem
- And more

Specifications

- DuraGrip™ rubberized exterior
- Tri-mode - 1.9GHz and 800MHz digital plus 800 MHz analog
- Estimated Talk Time: 3.0 hours*
- Estimated Standby Time: 4 days*
- Dimensions: 94mm x 50mm x 28mm
- Weight: 120 g
- Battery: 1000 mAh Lithium Ion

The Sanyo 4920 - Coming Soon



Enhanced Features

- Extended battery life
- 10-4 capable with dedicated button
- Enhanced Web browser – Java capable to access applications such as email and games
- High-quality speakerphone for 10-4 and voice calls
- Downloadable ringtones and screensavers
- Text messaging
- Data to Go - USB
- Use your phone as a modem
- Removable rubber case
- And more

Specifications

- Battery: 1700 mAh Lithium Ion
- Tri-mode - 1.9GHz and 800MHz digital plus 800 MHz analog
- Estimated Talk Time: 5.5 hours*
- Estimated Standby Time: 7 days*
- Dimensions: 107mm x 47mm x 22.5mm
- Weight: 114g



For more information or for a demonstration of the service,
call your Bell Account Representative today.

Or visit bell.ca/10-4



over & out.

Service available where technology permits. Other conditions apply. *Certain conditions apply. †Data transmission speeds may also vary based on location, transmission type and available technology. ††Roaming will be subject to network availability of our partners. *Talk and Standby times may vary based on location, transmission type and available technology.



Making it simple.™