

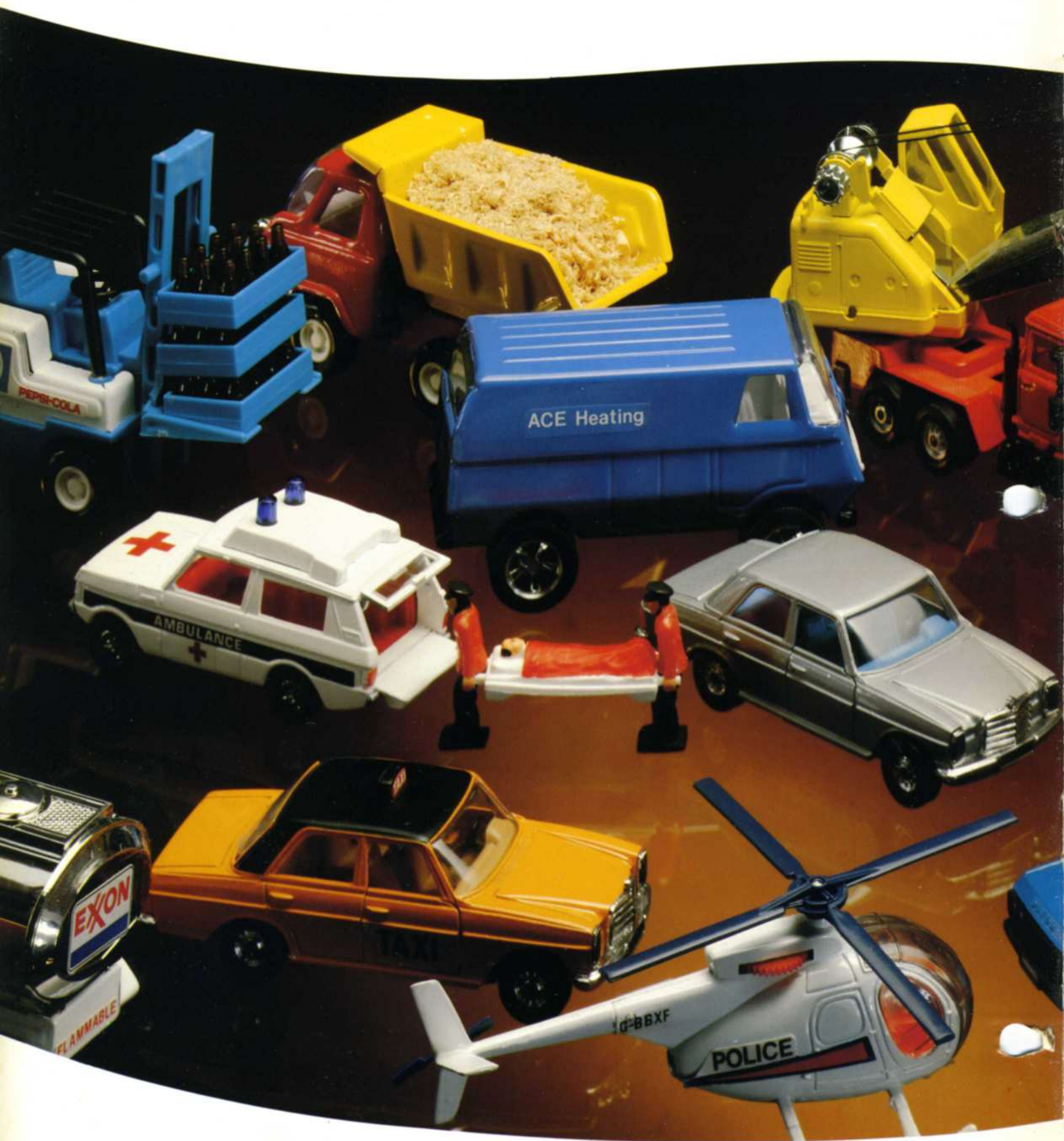


**General Electric
MASTR® Two-way Radio
Systems and Equipment**

Quality that speaks for itself



Hearing is believing
for more and more people



Quality. It's been the hallmark of General Electric two-way radio systems since the early 1930s.

Today, this broad-based experience and technological leadership has culminated in an ever-growing family of sophisticated radio systems unexcelled for performance, dependability and cost effectiveness.

Radio systems that business, public service and industrial users of every type have come to rely on for the quality, reliability and efficiency brought to their communications operations.

Radio systems that continue to be recognized for superior design and overall excellence. Inside and out.

Radio systems that provide an exceptional choice of powers, features, functions and options to allow any communications system to grow as its needs grow.

Choose any GE two-way radio system, in short, and you'll quickly see that the quality speaks for itself.

General Electric wouldn't have it any other way.



 **MASTR Mobile Radios**



Regardless of price, regardless of functions, regardless of features—GE's widely accepted family of MASTR mobile radios has one overriding characteristic in common. Outstanding performance.

Whether you select the MASTR II, Executive II, Custom MVP or Century II radio, the story's the same. Because no mobile radios are built with more attention to craftsmanship, advanced technology and design integrity.

Stylish, compact and rugged, these remarkable radios are, quite simply, the best value for your money. At a price you can afford.

Like all GE radios, they're tailored communications, too. You can choose the exact capabilities to meet your particular system requirements now. And then select the combination of high-performance options necessary to handle your future needs.

That's flexibility. And it's one more reason GE's MASTR mobile family is the industry standard for excellence. And quality.

Note: Some models are shown with optional equipment





MASTR Personal and Portable Radios





Like GE's mobile family, the MASTR Personal Series of two-way radios has long been an exceptional value. Sophisticated, compact and powerful, they're engineered for superb performance. However punishing the operating environment.

Take the hand-held personals. RF power outputs up to 6 watts in low-band, high-band and UHF frequency ranges; features tailor-made for virtually any application; dependability proven over and over again; and with an optional vehicular charger, performance like a mobile radio.

GE's Porta-Mobile II? The finest portable and motorcycle radio you can buy. With RF power to 20 and 30 watts, 12 channels, an exceptional array of options and a rugged design that will shrug off the toughest field use, you can begin to see why.

Choose any GE personal or portable radio, and you've chosen quality second to none.





MASTR Base Stations and Controls



Because your entire communications system depends on how efficiently the base station performs, GE builds extra quality, reliability and flexibility into theirs.

Whether you need the simplest system or the most complex . . . whether you need desk-top, floor-mount, wall-mount or weather-resistant outdoor cabinets, you'll find the right station with the right combination of functions that's just right for your system requirements.

It's the same story with GE's MASTR Controllers, Deskon II and sophisticated Command Control Centers. Each is quality-engineered to deliver superior system control day-in and day-out, year-in and year-out.

The highest-quality mobile radio systems and the highest-quality fixed station equipment. At General Electric, they go hand in hand.



 **Quality begins with people**



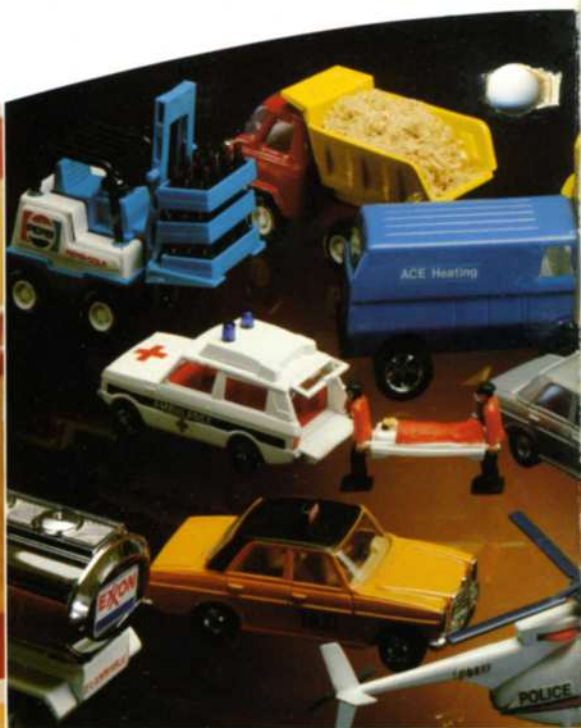
People like our product design, inspection, test and manufacturing personnel, who help maintain the industry's most stringent quality-control standards.

People like our sales and service representatives. Permanent residents of the area they serve, they're uniquely prepared to provide responsive, professional, on-the-spot service and support. The kind you can count on when you need it. The kind you can't get anywhere else.

People, in short, who will stay with you and work for you. Every step of the way. That's what makes the General Electric team part of your team.

What's more, GE facilities worldwide are setting the pace in high-quality two-way radio systems and equipment. In Europe, GE Affiliate Storno A/S (A), operates three production facilities. In the United States, there are three manufacturing plants in Lynchburg, Virginia (B, C, D) and one in Florence, South Carolina (E). In addition, nearly 1000 General Electric Service Centers around the world help assure unmatched customer support.





General Electric Company □ Mobile Radio Department
World Headquarters □ Lynchburg, Virginia 24502

GENERAL  **ELECTRIC**