

It took GE to put the future
of mobile communications
in the palm of your hand.



Last number retry lets you redial a busy number at the touch of a button.



Optional functions let you use the GE-STAR as a clock or stopwatch.



Built-in 30-number memory lets you dial your most frequently called numbers at the touch of a button.

Presenting the ultimate mobile telephone.



The GE-STAR™ Cellular Telephone. It represents the most exciting communications breakthrough since the invention of the telephone itself. Now you can take advantage of office phone sophistication when you're away from the office.

The GE-STAR lets you call anyone, anywhere in the world from your car. Call your secretary. Your customers. Your family. Or your best friend. In an instant, you can place a call from within any cellular system in the country and speak to anyone that has any kind of phone. That's the GE-STAR. And it's available right now.

The GE-STAR: Office Phone Sophistication That Goes Where You Go.

Consider the most advanced desk-top phone. Now consider that same phone in your car. Only smaller — so it's never in the way. That's the GE-STAR.

Consider features like rapid access to phone service — whether you're driving on a back road or working on a back lot. That's the GE-STAR. Consider system features such as call-waiting — so your calls don't miss you. Call-forwarding — so you don't miss your calls. Private calls, business calls, conference calls — any kind of call that any desk phone can make can be made on the GE-STAR. So now you can make the most of the time you spend on the road.

Its built-in memory lets you store up to 30 numbers. So you can dial even 14-digit credit card numbers or codes for MCI™, Sprint™ or other long-distance services without having to dial each digit.

Say you get a busy signal on a number. All you do is hang up, push a button and the number's redialed automatically.

Every control is in easy reach on the phone itself. And its display is lighted to help you see it better. There's on-hook dialing, too. So you can touch a button, ring your party, and pick up the phone only when they answer. It's that simple.

The GE-STAR Gives You The Freedom Of Choice.

It lets you make calls from any cellular system in the U.S. or Canada. You can even select the lowest-cost service of your choice wherever you go. So the GE-STAR actually helps pay for itself. Whenever and wherever you use it.

The GE-STAR looks out for itself, too. Its electronic lock and restricted access code prevent the wrong person from using it. And best of all, you can unplug the phone from the dash in seconds for safekeeping in your trunk or attaché case. That's an exclusive. Only the GE-STAR has it.

The GE-STAR also looks out for your peace of mind. It protects your family when they're on the road by making phone service available wherever they go. So in case of accident, breakdown, or other emergency, help is never more than a phone call away.

The GE-STAR Is Setting The Standards.

The GE-STAR's advanced technology — in its design, its components and its manufacturing — means that you get more for your money. Higher performance, lower cost. That's the GE-STAR Cellular Mobile Telephone. It's setting the standards for value and performance. And it's only from General Electric.



Electronic lock keeps the wrong person from using the unit.



Backlit LCD display for easy viewing night and day.



Speaker switch allows passengers to hear conversation.



Pushbutton pad plus interconnect service allows you to call anywhere in the world from your car.



Touch volume control with memory allows setting audio level prior to, or during, conversations.

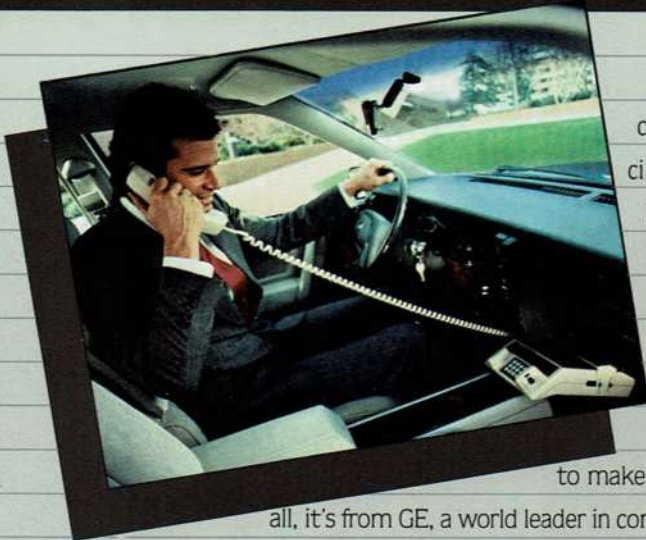


Area switch allows roaming or wide area service.



Group switch allows selective calling of five different groups or fleets, each with privacy.

The trunked mobile radio that can talk long-distance.



uct at a price you can afford.

It's A Trunked Mobile Radio For Businesses On The Move.

The GE-MARC V is part of a two-way, trunked business radio system that lets you communicate directly with others in your organization. It provides rapid access to multiple clear channels. So you don't have to waste time waiting for a channel to become available. What's more, the GE-MARC V assigns a dedicated clear channel to each user for the duration of every call. This prevents calls from being interrupted or "stepped-on," while also insuring privacy.

It's An In-car Telephone That Places Outside Calls.

The GE-MARC V also allows you to place phone calls directly from your car — with immediate touchpad connection and no operator intercept. And due to changes in FCC regulations, frequencies now available mean there's no more waiting for car phone service to become available. You can get it right now from GE.

And because GE is years ahead of the competition with a growing network of interconnected sites, GE-MARC V service is available in more places than with any other interconnect system.

It's An Investment That Can Pay For Itself.

The GE-MARC V comes in five attractive models, each priced and equipped to suit your needs. And at hundreds less than other comparably equipped systems, it's very affordable — and well worth the investment when it comes to making the most of the time you spend in the field. In fact, with all it has going for it, the GE-MARC V is the best all-around mobile communications value on the market today. So next time you have to take to the road, make the most of the time you spend away from the office. With the GE-MARC V Radiotelephone from General Electric.

Anyone whose business relies on two-way radio communications to get a job done knows the value of staying in touch. Especially when you have to spend a lot of time in the field. But imagine how much more productive that time would be if you could also make regular telephone calls from the same two-way radio. With the General Electric GE-MARC™ V Radiotelephone, you can. The GE-MARC V lets you communicate with people outside your business by telephone just as easily as it lets you keep in touch with others in your organization by radio. It's the fastest, most convenient way to make the most of the time you spend away from the office. And best of all, it's from GE, a world leader in communications technology. So you know you're getting a quality product at a price you can afford.





Busy light indicates that the channel is in use.



Mode switch allows you to choose from 16 channels—eight in each of two modes.



Monitor switch lets you check on radio traffic without coming off-hook.



Front-facing speaker gives clear, understandable audio.



Optional multi-channel scan with dual priority feature assures important calls are not missed.

The high-tech mobile radio with the low-tech price.



For exceptional value in wide-band mobile radios, the Phoenix™ SX stands alone. It's low in price, uses no crystals, features microcomputer-control, and can be reprogrammed in minutes — whenever and wherever you need to. It represents a major step forward from the traditional mobile radios that are currently on the market.

Synthesized For Better Performance.

Because the Phoenix-SX radio is synthesized, you never have to worry about replacing crystals. So you can use up to 16 different channels without making a single change in the radio's hardware or software. And its wide-band capability permits access to multiple repeaters and to

systems with frequencies spaced up to 24 megahertz apart. The Phoenix's wireless design is another indication of its state-of-the-art technology. There are no wires to pinch, short out or break during use or servicing.

Microcomputer-based functions such as Channel Guard (digital or standard) and Carrier Control Timer are built into every Phoenix-SX without requiring any additional hardware.

Reprogram Your Phoenix-SX In Minutes.

No mobile radio can be reprogrammed more quickly and easily than the Phoenix-SX. Because of its unique, electrically erasable E²PROM memory, individual units or an entire fleet of radios can be reprogrammed without ever opening a single one. What's more, with the optional programmer you can reprogram the Phoenix-SX anytime, anywhere. No jumpers to change or diodes to add or clip. And no ordering new PROMs. So you can eliminate the cost and inconvenience of sending your radio to the repair shop for reprogramming.

The Phoenix-SX is designed and manufactured in America, using computer-aided manufacturing and test processes to assure a consistent top-quality product. Each unit receives an intensive eight-hour "burn-in" prior to final testing so that potential failures are detected and corrected before any radio leaves the plant.

The Phoenix-SX Has What It Takes.

- Monitor Switch which allows you to check on radio traffic without coming off-hook.
- Mode Switch which permits use of up to eight channels in each of two modes — making the Phoenix-SX ideal for shared repeaters and public utility applications.
- Frequency Switch and LCD display for easy selection of frequencies.
- Front-facing Speaker for "loud and clear" reception.

Along with these standard features, there's also a dual-priority scan option that assures you don't miss important calls. And a programmer that lets you reprogram your Phoenix-SX radio in the field or in your shop. It's designed to function with all GE programmable radios, and includes a small, hand-held computer and 40-column printer which operates on internal rechargeable batteries or a 120/240V, 50/60Hz power supply. In addition to programming radio frequencies, Channel Guard tones, Digital Channel Guard codes and Carrier Control Timer intervals, the GE Universal Programmer can also "read" programmed radios and "clone" additional radios. And as an added benefit, the built-in computer itself can be used for other business functions.

The Best News Of All Is The Price.

No other mobile radio offers so many features at such a low price. Because we used such advanced technology, we're able to offer the Phoenix-SX for much less than other comparably equipped radios. In fact, with all it has to offer, the Phoenix-SX is the best mobile radio value on the market today.



One-piece, die-cast frame construction provides strength and reliability for today's toughest applications.



Self-testing microcomputer provides precise control of internal systems and programmable features.



Electrically Erasable Programmable Memory allows fast reconfiguration of Delta-S radio systems in the field — with no need to remove the covers.

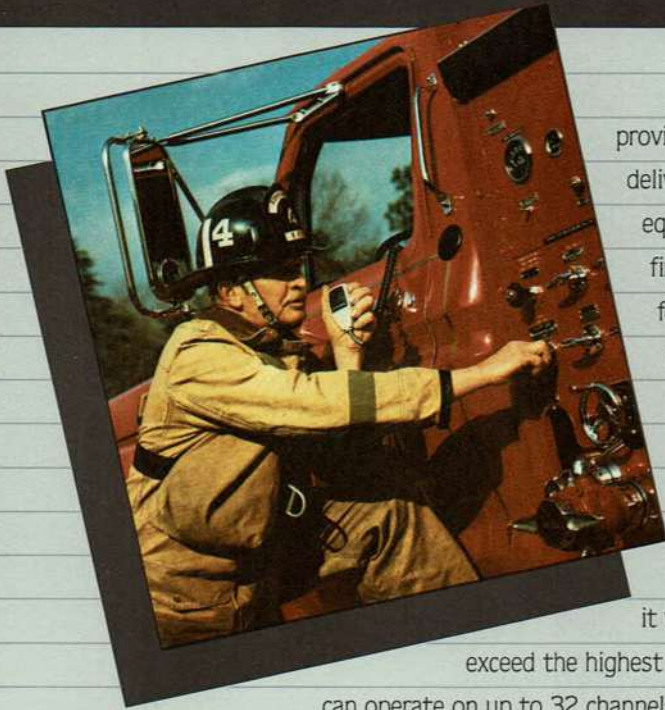


Wireless design eliminates failures due to pinched or broken wires.



Weatherproof design meets MIL-STD-810C specifications to withstand the most rugged mobile environments.

The state-of-the-art mobile radio that compromises on nothing.



When two-way communication is vital to the services you provide, the Delta™-S is the one mobile radio with enough flexibility to deliver professional performance you can count on. Whether you need to equip a squad of patrol cars, a garageful of snowplows, an entire city's fire engines, or a fleet of maintenance vehicles, the Delta-S has the features and systems capabilities you need to ensure uncompromising performance year-in and year-out.

Designed For Maximum Performance.

The Delta-S is fully solid state, and incorporates the latest manufacturing technology for consistent high quality and long service life. It's also small in size for a unit of its caliber, so it's easy to install and can be tucked away in a protected environment where it won't get in the way. Its critical performance specifications meet or

exceed the highest industry standards. And because the Delta-S is synthesized, you can operate on up to 32 channels without making a single change in the radio's hardware or software. Synthesizing also provides greater reliability because there's no dependence on multiple oscillators. And with three models to choose from and a wide range of microcomputer-based and plug-in options, the Delta-S can meet the requirements of even the most sophisticated user.

Field Reprogrammable For Changing System Needs.

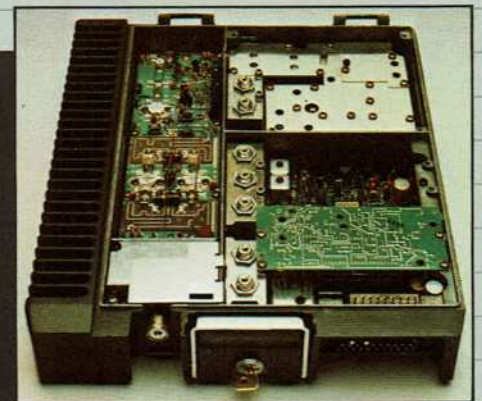
The Delta-S microcomputer, combined with its unique, electrically erasable memory, permits you to individually reprogram radio channels, Channel Guard tones, digital Channel Guard codes, and Carrier Control Timer intervals to help respond to changes in your system's requirements. The Delta-S is fully reprogrammable in the field — with no need to remove the cover. So you can eliminate the inconvenience of bringing your radios to the shop for reprogramming. You can do it on the spot in just minutes. And in an emergency situation, that could save lives as well as time.

Engineered For Long Life.

The Delta-S radio features a wireless design that eliminates failures due to pinched or broken wires. Its one-piece, die-cast frame construction makes it strong enough to withstand even the most rugged mobile environments. In fact, the Delta-S meets Military Standard 810C — further proof of its dependability and durability.

And since we used such advanced technology — in its design, its components and its manufacturing — we're able to offer the Delta-S at a price that gives you more for your money.

For critical public service applications, or use wherever uncompromising performance is a necessity, you won't find a more reliable and capable unit for your money than the Delta-S Mobile Radio.



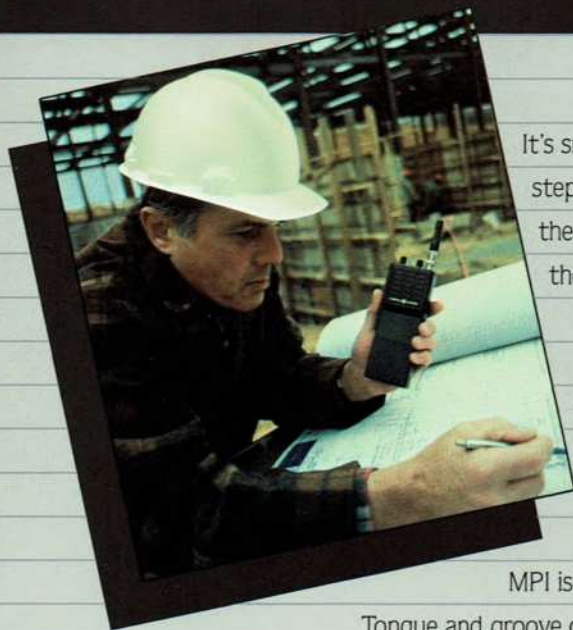


Solid state switching and integrated antenna system for better reliability and range.



Snap-in battery is easy to replace and small enough to let you carry a spare.

The hand-held radio that's high in performance but low in price.



The MPI™ is a small radio that's designed to help you get the big jobs done. It's small in size, high in performance, and low in price. And it represents a major step forward from the bulkier and heavier hand-held radios that are currently on the market. At only 1½ inches thin, seven inches long, and 16 ounces in weight, the MPI won't get in the way when a job needs getting done.

We Cut The Size Without Cutting Performance.

The MPI offers the range and quality of sound that you'd expect from a much larger and more expensive radio. And because of its wireless design, the MPI eliminates frustrating down-time caused by pinched or broken wires. Its casing is constructed of rugged aluminum and extra-tough Lexan® resin, and all its internal components are shock-mounted in Ensolite foam. So the MPI is built to stand up to on-the-job punishment.

Tongue and groove construction makes the MPI weather resistant, while automated component placement in manufacturing assures consistent high quality and reliability. What's more, a computer printout of each radio's test results accompanies the unit when it leaves the plant—your assurance that it meets General Electric's rigorous quality standards.

The MPI Has All The Features You Need Most.

- Snap-in/Snap-out Battery for quick replacement. Pocket-sized batteries make it easy to carry a spare.
- Electret Microphone and separate high quality speaker for outstanding audio fidelity and maximum message clarity.
- Solid State Antenna Switch and BNC Connector for top efficiency and performance.
- Built-in Earpiece Jack for the use of an earpiece in high-noise environments and wherever privacy is desired.
- Built-in Remote Control Jack for use with a speaker/microphone.

Options and Accessories for your MPI:

- Digital Channel Guard to prevent receiving unwanted shared channel transmissions.
- Programmable Channel Guard with squelch tail elimination.
- Carrier Control Timer to prevent accidental tie-up of the system.
- Type 99 Decode for selective calling applications.
- DTMF Encode for telephone interconnect.
- Available in 2-watt and 4-watt models.
- Plus a variety of speaker-microphones/earpieces, chargers and carrying accessories.

A Dependable Hand-held Radio Shouldn't Have To Cost An Arm And A Leg.

The MPI has everything a portable radio user really needs. And because we used such advanced technology, we're able to offer it at a price that more users can afford. In fact, with all it has going for it, the MPI is the best portable radio value on the market today.




DTMF encode option for telephone interconnect.



Separate speaker and electret microphone for loud and clear reception you'd expect only in larger, more expensive units.



Aluminum and Lexan® resin construction makes the MPI rugged and durable.



**We're Putting The Future Of Mobile Communications In
The Palm Of Your Hand.**

General Electric is putting today's most advanced communications technology to work for you. With state-of-the-art communications systems that go where you go. Whether you need to keep in touch with a fleet of trucks, check on a security guard making rounds, or cancel an appointment with the dentist, we've got the products that put the future of mobile communications right at your fingertips. With quality mobile telephones and radios that are second to none. With a dealer network that's the largest in the world. With mobile communications experts that can help design the right system for you. And with over 1,000 authorized General Electric service centers backing up every product we make — from our state-of-the-art GE-STAR™ Cellular Mobile Telephone to our high-performance MPI™ Hand-held Radio. They're the best mobile communications values on the market today.

Call On General Electric.

For more information on any of the new GE mobile telephones or radios, call toll-free:

1-800-GE-12345.

(In Virginia, Alaska and Hawaii, call collect: 804-528-7643.) Tell our operator which products you'd like more information on. Or write General Electric, Mobile Communications Division, Lynchburg, Virginia 24502.

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