



NeoNytro: Wired4Work

Brief: Write four website pages for www.neonytro.com, a website for customers who are interested in purchasing software for their two-way radios.

Target audience: could be a decision-maker in a business who is not particularly technical, or an IT person who is already au fait with the type of available software.

Style: like everything for Wired4Work, this style should be a friendly, professional tone.

Key emphasis: how NeoNytro's user-friendly interface and various applications make it the ideal choice for a Motorola MOTOTRBO two-way radio.

Please read on below for the website copy.

Home page

NeoNytro, the all-in-one solution for your MOTOTRBO radio

When you've invested in a Motorola MOTOTRBO two-way radio, you want to **make the most of all it can offer**.

NeoNytro is the ideal choice for managing and monitoring your work force, combining text messaging facilities with graphical mapping and telemetry.

The key to NeoNytro's powerful interface is its **simplicity**. As NeoNytro has been designed to be **task oriented**, you can **quickly** find and use the information you need.

Using NeoNytro with your MOTOTRBO two-way radio, you'll feel **secure** in the knowledge that you can **ensure the safety of your team** and know where they are, how fast they're moving and where they're going at *any* time of the day.

Should a lone worker fail to report back within an agreed time frame, you'll be alerted immediately by a flashing warning and alarm sound. The system can also send a warning email if necessary. NeoNytro will quickly locate them using the geofencing system meaning you'll be able to find them and send aid straight away.

Using NeoNytro on your PC couldn't be easier or more useful. You can easily send and receive short or long, ad-hoc or preset text messages.

SMS Services Page

Quick, effective messaging for a busy work force

Information can often get lost in translation as speech, so text messaging is the ideal medium for effective, accurate communication.

Keep in touch

NeoNytro allows you to send and receive as many text messages to and from as many Motorola two-way radios as you need. With the ability to send a **custom or preset message**, you can be sure that the **correct details** will go out to whomever needs it.

With the integrated email gateway, you can even email a message from your own desktop, directly to a radio.

User-friendly interface

Simple to use and requiring minimal training, using NeoNytro with your Motorola MOTOTRBO two-way radio **keeps your costs down**.

Case Study

Please read the case study below for more information on how NeoNytro's texting facilities have helped one UK airport.

NeoNytro at Biggin Hill Airport

With around 60,000 flights a year, NeoNytro's text messaging facility allows operators to **quickly send accurate instructions** to the staff on the ground, letting them know exactly which aircraft need refuelling and what maintenance is required. This increases aircraft airtime, **reduces mistakes** and therefore ensures the **operational efficiency** of the airport.

Lone Worker

Safety and security for your lone workers

Ensuring the safety of your staff is **paramount**, especially when you employ lone workers. Without an effective safety and security strategy, your staff could be left open to danger and you could be liable for anything that happens to them.

Mapping with NeoNytro

NeoNytro, used in tandem with your MOTOTRBO two-way radio, is the ideal solution for **pinpointing your employee's location**, allowing you to **quickly** and **efficiently** send aid should they get into difficulty.

NeoNytro's mapping facility is **flexible**, allowing you **to use your own**, or third-party maps such as Google Maps, Microsoft MapPoint or Virtual Earth.

Safety alarms

Setting a regular check-in time on NeoNytro's system will **alert your lone worker** just before the time has elapsed, to remind them to radio in or 'key up', **reducing false alarms**. You can even **check radio statuses**, meaning you'll quickly find out which radios are on or off.

Should your lone worker be in trouble, NeoNytro will show a **flashing message**, **sound an alarm** and (optionally) send an **alert email**.

Message archiving and reporting

Keeping track of messages back and forth can be difficult, so NeoNytro has been designed to **archive all your text messages and alerts**. You can even access records of all communications to get **extensive reports**.

Mapping Page

All the information you need, when you need it

NeoNytro's mapping facilities enable you to **see where your staff are** and, if they're travelling, where they've been, where they're headed and even how fast they're moving.

A mapping system of your choice

The **flexibility** of NeoNytro allows you to use Microsoft MapPoint, Microsoft Virtual Earth, Google Maps or your own images on the system.

Using the built-in geofencing, alarms can be raised automatically, should a radio leave or enter preset areas.

Smart Telemetry Information

Using NeoNytro's registration system, you can check the status of radios and even follow a vehicle on screen should it go AWOL.

This telemetry information has **several applications**; for example, if your staff deliver items, you can check **where they've been** and **when they arrived** for proof of delivery reporting.

Case Study

Please read the case study below for more information on how NeoNytro's geofencing and telemetry technology has helped one refuse collection company.

NeoNytro in Serco dustcarts

Serco provide refuse collection services to several local authorities around the UK.

Serco uses NeoNytro **to track the status** of their dustcarts, ensuring that they can deal with complaints about late or missing rubbish collections or an allegation of damage to a customer's car.

Using NeoNytro's telemetry information, they can see **exactly where each dustcart is**, and has been, at **any time of the day or night**.

Serco have also been able to track the location of a stolen vehicle, **saving time and money** when it comes to the cost of replacing, repairing or recovering the dustcart.