Background:

We want to do some SEO for "Fire Pager"/"Fire Pagers" and at the same time market our new pager. Swissphone entered the pager market in the U.S. about 5 years ago. In terms of quality, size and reception sensitivity everyone loved our pager. The only problem we had was that our pager was very cumbersome to operate compared to the pagers Americans were used to. Instead of having a knob for volume and a knob for profiles you had to cycle through a menu with two buttons. So there was no really convenient way to quickly change profiles or the volume without looking at the display. So that was our RE729. A few months ago we started testing the RE729 VoX (VoX stands for Voice Anouncement). We didn’t really change the hardware, only the firmware. Instead of having to cycle through the menu it mimics the operating concept of the Minitor V which people are used to and like. So now customers don’t have to compromise anymore. They can have great quality, compact size and and it is easy to use. After we worked out the first initial Kinks with some very helpful customers the pager is a full success. We could also say something like that despite the big push towards P25 Swissphone continues to invest into analog paging because we believe that it is simply the best solution for volunteer fire departments in the U.S. The good battery, live, small size and affordable equipment ensures that analog technology is here to stay.

Here is the link to the RE729 VoX: <http://www.swissphone.com/product/re729-en-2/>

You can take our company history from our last PR.

Quote Michael Koechler - Director of Swissphone North America:

"I'm very excited about the RE729 VoX. I always knew that we had the best pager our there but our American customers were just not used to the way our pagers are being operated. Instead of forcing them to adapt we invested in the product and got it to work the way they are used to. The feedback so far has been very promising."