

**“How WAVE PTX
helps Partner
WALKIE-TALKIES to
reach new markets”**

 **Walkie - Talkies** **MOTOROLA SOLUTIONS**
Gold Business Partner



Walkie-Talkies started selling WAVE PTX solutions in 2022, motivated by the fact that the service is license-free.

THE COMPANY

With over 20 years of experience in the two-way radio business, [Walkie-Talkies](#) focuses on providing communication equipment, particularly Two-Way radios and related accessories, offering solutions for various needs from recreational use to professional applications in sectors such as security, construction, and hospitality. The company distributes well-known brands, mainly Motorola Solutions equipment, and provides guidance to help customers choose the right communication solutions for their requirements.

WHY SELLING WAVE PTX

Giannis Tatsis, General Manager of **Walkie-Talkies** stated that they started selling WAVE PTX solutions in 2022, motivated by the fact that the service is license-free, which is appealing to many of their customers. Users can operate the system without obtaining specific radio frequency licenses from national regulatory authorities.

WAVE PTX is a broadband push to talk system that operates on broadband networks 3G, 4G, LTE, and Wi-Fi for communication, which are generally accessible without individual licensing. This allows organizations to implement and use WAVE PTX services without the administrative processes and costs associated with traditional radio communication licenses.

Additionally, the ability for “long-range” communications, free from boundaries of traditional two-way radios that rely on line-of-sight or specific frequency bands, has opened new opportunities for Walkie-Talkies with many customers. “The hospitality industry in Greece is a really important market for us, and some of our customers needed just that—license-free, long-range coverage”.

BENEFITS

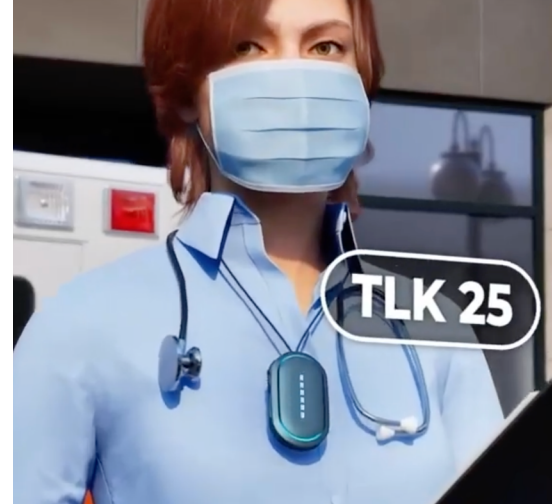
WAVE PTX was simple to implement because it eliminates the traditional complexities of building, licensing, and maintaining radio communication systems, while leveraging modern cloud and broadband technologies yet maintaining integration with these systems. WAVE PTX is a subscription-based group communication service that instantly connects your team across different devices, networks, and locations. The system operates via a cloud-based platform, which simplifies deployment.

Users can subscribe to the service, and devices can be configured remotely to start communicating without extensive setup. “WAVE PTX is ready to use and very easy to implement,” said Tatsis. “In less than five minutes, we are setting up six TLK110 devices with Location/Man Down features and with coverage across all of Europe.”

WAVE PTX typically operates on a subscription-based model, offering predictable monthly or annual costs per user or device. This contrasts with variable mobile operator costs, so **Walkie-Talkies** was able to offer better prices.

“The devices are also more professional than mobile phones, offering military standards for durability and reliability,” Tatsis added. “A customer using the TLK110 model who was unfortunately involved in a high-speed car accident. “The car was destroyed, but the TLK110, unlike the mobile phone, continued working and allowed the driver to communicate the accident. Thankfully, there were no fatalities.”

Other markets **Walkie-Talkies** is serving with WAVE PTX include the retail industry, such as large supermarkets, the construction market like Titan Cement, government agencies,



DEVICES

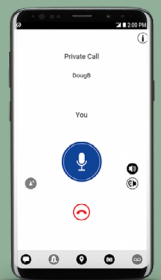
TLK 110



EVOLVE LTE



MOBILE



TLK 150





the banking industry, and VIP security solutions. “WAVE PTX has allowed us to sell to new customers and explore new markets,” said Tatsis.

The recurring revenue model, meaning month-to-month payments, has become very popular with customers. “It’s just like leasing,” Tatsis explained. It was very easy for **Walkie-Talkies** to adopt as a business model, but since this is something new for the radio business, a different marketing approach was used. “This business model also makes sense for the radio business because companies analyze the total cost of ownership, including taxes, and this makes the decision to go with a monthly fee service easier.”

Customer perception of WAVE PTX performance has been good. “These WAVE PTX sales are still very recent. Our oldest project was sold a in year 2023, but I’ve only received positive feedback from our customers. They’ve told me about the excellent sound quality and range.

MOTOROLA AND RADIOTRANS SUPPORT

Walkie-Talkies also highlighted the importance of the support received from their distributor, **Radiotrans**. “**Radiotrans** is the best corporation. Their team is very supportive, like a family. Everything—from logistics and delivery to technical support and sales—is rated 10/10.” **Walkie-Talkies** also praised Motorola Solutions, noting, “The support we get, not just from their products but also from their team, is outstanding. They’ve provided me with a lot of help— that is the truth.”

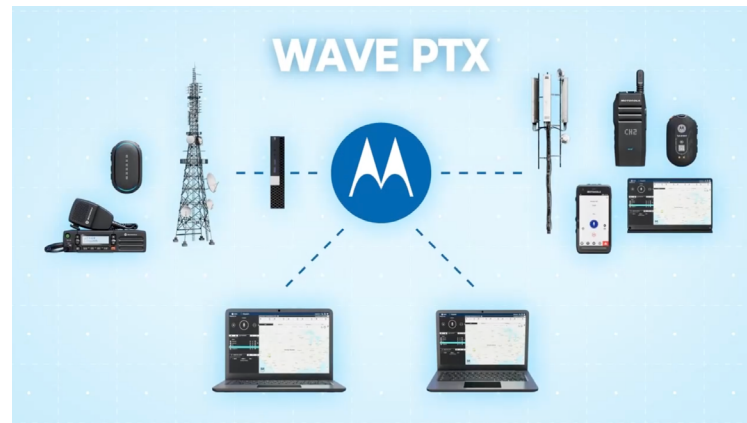
THE FUTURE

Looking ahead, **Walkie-Talkies** believes traditional two-way radios will continue to coexist with WAVE PTX solutions. “Traditional radio systems, both analog and digital, will not die, ”Tatsis emphasized. “WAVE PTX systems are a great solution, but I think traditional two-way radios are the right solution in many instances compared to cloud-based systems.

For example, if the server breaks, customers rely on their traditional radio systems. We need both systems together. All the big companies here in Greece want both systems and will never cancel the old ones.”

“Some of our customers with MOTOTRBDP1400 radios are now migrating to the R2 radios, and they also want WAVE PTX in the future,” Tatsis added. “I know the future is in the cloud—we’ll see what happens.”

The advice Walkie-Talkies gives to other Radiotrans partners “If you don’t follow the future, you stay in the past. New products such as the upcoming TLK25, set to launch in 2025 that will feature a SIM card and a small form factor, open new opportunities, not just with hotels but also in the high-end apparel market, where many stores are eager for demos.”



“The future is the future. My suggestion is to take demo equipment—take two WAVE PTX devices—and you’ll see what the future is.”

RADIOTRANS is a private transnational company dedicated to the engineering, marketing, supply, installation, commissioning, and after-sales service of telecommunications equipment and systems. The company has extensive expertise in professional radiocommunication solutions, control centers, automatic vehicle location systems, RFID-based access control, electronic surveillance, and SCADA systems requiring the highest security standards.

Currently, **RADIOTRANS** operates offices in Madrid, Lisbon, Milan, Casablanca, Mexico City, Caracas, Lima, Medellín, and Santo Domingo, providing services to clients and users across Europe, Africa, and Latin America. Its professional distributor network, comprising over 300 partner companies worldwide, is one of its key assets. The company’s personnel possess extensive experience in the professional telecommunications sector and demonstrate a strong commitment to internationalization.

RADIOTRANS has established strategic collaboration agreements with leading global companies for each product it distributes. It is an official distributor, Application Partner, Motorola Trainer (Authorized Training Center), and certified provider of Motorola Solutions’ Dimetra TETRA solutions (IP Micro and IP Compact). The company also partners with renowned brands such as Yaesu, Codan, HID, Hermes Microcom, Smart PTT, Radwin, HIK Vision, Bosch, Geovision, UTC Fire & Security, and Risco.

For more information, please visit us:

<https://www.radiotrans.com>



The company **Walkie - Talkies** has as its main object the trade and sale of various electronic and specialized items. Since 1980 its philosophy has remained the same which has as its main priority the immediate and best customer service by offering the latest technology products at the most competitive prices. The products it sells are the following: Security systems, electronic goods, household goods, professional equipment for cafes, restaurants and hotels, GPS location tracking, and the latest technology products around the world.

The holding company Tatsis, one of the oldest companies in the field of commerce, responding to the modern demands for direct purchases via the internet, created the electronic department store [Walkie -Talkies](https://www.walkie-talkies.gr) in order to serve 24 hours a day, thus utilizing all modern internet services. Our goal is to be and remain the leading online department store, which Greek consumers will prefer for their personal, home and business purchases.

For more information, please visit us:

<https://www.walkie-talkies.gr>

For more information about WAVE PTX systems:

<http://www.waveptx.gr>