

Agenda



Introductions

Application Overview

Target Markets

Product Overview

Sales Tips

Product Solution Guide

Sales Tools

About: In this training we will cover Bird's Channel Power Monitoring Solutions and the best practices for approaching the Customer needs.

We will cover a brief overview of the CPM products, features and benefits, focusing on the requirements on how to identify the right product for optimal performance.

We will also discuss the new addition of Bird's new ethernet Directional Power Sensors and applications.



Introductions



Michelle Specht-Product Manager for Test & Measurement, Performance products

- Over 20 years experience as Product manager and Engineer in Aerospace, Automotive Tools, Outdoor Power Equipment and RF Test & Measurement
- Bachelor's degree in Aerospace Engineering
- Responsible for product planning and strategy for Bird's Performance Products Portfolio: RF Analyzers, Power Meters and Monitors, Attenuators/Loads, Power sensors

Gregg Moffett-Applications Engineer for Bird's Test & Measurement Products

- Bachelor's degree in Engineering Technology
- Over 15 yrs. with Bird and prior 24 yrs. at FMC Smith Meter

Joel Meltzer-Agile Engineering Manager, Bird's Test & Measurement Products

- Bachelor's degree in Applied Physics/Masters of Science in EE
- Engineering field for 28 years with prior involvement in Acoustical & Systems Engineering.
- Joel has been with Bird for over 22 years supporting the research and development of diverse products including RF loads and attenuators, RF analyzers, power meters & sensors, RF capture & playback and Booster/DAS systems.



LMR and Critical Communications



Bird manufactures many products which address several key issues in the Land Mobile Radio and other Critical Communications markets:

- Live remote monitoring of transmitter RF power output and antenna performance in multichannel and trunked radio networks
- Test equipment for commissioning, maintenance and fault-finding of base station radios, mobile radios, repeaters, antennas, antenna combiners and transmission cables





Products for LMR and Critical Communication



Problem:

How to efficiently monitor the performance of a number of transmitters, transmission lines and antennas at many remote sites?

Solution:

Bird's CPM Radio System monitoring with up to 16 nondirectional and 16 directional sensors simultaneously

Measures forward, reflected, composite and individual channel power as well as antenna system VSWR.

Monitoring of the system via interface with the front panel or accessed through the built-in web server and web page.





Who needs Bird's Channel Power Monitor





Marine / Coastguard

Public Safety



Critical Medical





Private Networks





Who needs Bird's Channel Power Monitor



Who is it for? Any multi-channel and/or multi-site radio network.

Public Safety These generally have many sites each with 2 or more transmission channels (referred to as "talkpaths".

Marine/Coastguard VHF/FM (156-162MHz) radio networks. These often have numerous remote transmission sites, each with 2, 3 or 4 separate transmission channels.

Civil Aviation VHF/AM (118-136MHz) radio networks. These often have numerous remote transmission sites, each with 2, 3 or 4 separate transmission channels.

Private Networks which are "mission critical" to the success (or health and safety) of the organization. These might include transport, distribution, manufacturing, healthcare, oil & gas, etc...

Broadcasters. The TPM sensors allow CPM to monitor VHF and UHF television, both analog and digital, plus FM and Digital Audi Broadcasting.













Personas-Monitoring



Name: Mike, Public Safety Communication Site Manager

Segment: Land Mobile Radio (US Forest Service)

Age:60 years old

Education: BS Degree Civil Engineering

Objective:

- Responsible for multi-site, multi-channel land mobile radio systems
- Maximizes communication performance
- Manages repair teams for maintenance and repairs

Pain Points:

- Transmitter sites that are difficult to access
- Failures that are not identified prior to communication disruptions
- Lack of failure data prior to a site visit

Personas are people based upon your research that represent a specific user type for a product





Critical info in critical times



Continuously monitors your land mobile radio systems performance

Consists of a monitoring unit with various RF power sensors.

User can configure systems to measure RF power at various points in a system and collect valuable data about system performance.



Provides for remote monitoring and notification.

Acts as a site monitor to provide an up- to-date status of RF systems with regard to power measurement.

to identify critical communication changes.



Why monitor with CPM?



Ability to diagnose various components within a communications system

Transmitter output monitoring

Identify radios with reduced output. Monitoring this will allow repair or replacement prior to failure

Isolator performance

 Identify isolator degradation leading to an increase in reflected power that may harm the transmitter

Combiner loss by channel

Identify increases in insertion loss due to combiner detuning or drifting

Antenna VSWR by channel

 Detailed monitoring of the antenna to identify frequency related VSWR shifts due to weather, aging, etc.

Composite antenna VSWR

Identify failures in the post combiner feedline or antenna



Channel Power Monitor 3141



CPM Series-Bird's Radio System Health Monitoring Solutions

Features Include:

- Data Logging
- Slim 1RU package Designed specifically for rack-mount applications
- Built-in web server with SNMP messaging
- Push-to-talk (PTT) compatibility
- Full control of alarm and data logging settings
- 16 channels with expansion modules
- Software and hard contact alarms



Non-Directional RF Power Sensor 144 MHz to 940 MHz



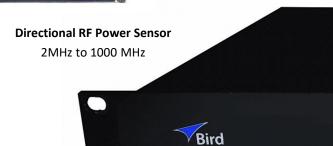
Channel Directional RF Power Sensor 100 MHz to 1000 MHz



Directional RF Power Sensor 144 MHz to 940 MHz



Monitoring unit







CPM Front Panel Detail



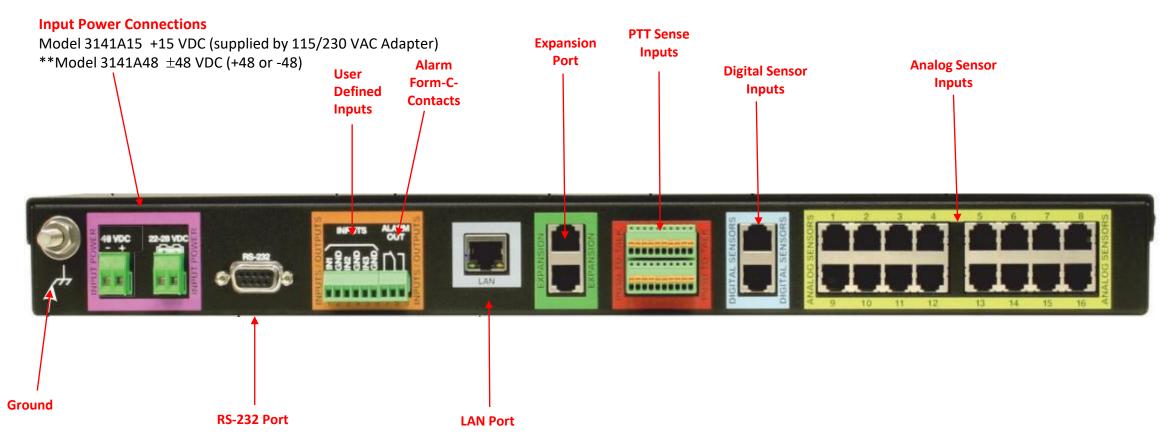
Local User Interface:





CPM Rear Panel





**3141A48 is shown for illustration only

A CPM is capable of monitoring both analog and digital power sensors, a single CPM may monitor a maximum of 16 analog sensors and a maximum of 16 digital sensors simultaneously.



Typical System Antenna 4044 non-directional Radio 1 RF power sensor **Power Combiner** 3141 Monitor 4044 non-directional 4043 Radio 1 RF power sensor Directional RF power 4044 non-directional Radio 1 sensor RF power sensor 4044 non-directional Radio 1 RF power sensor



Critical Remote Monitoring



CPM System hosts its own webpage for setup and display of all measurement parameters and alarm functions

Table		Graph	Settings
Channel	Channel Forward Power	Channel Reflected Power	Channel VSWR
Solon Fire	37.7 Watts	0.0 Watts	1.01
Solon Police	50.7 Watts	0.0 Watts	1.01
Ambulance	48.6 Watts	0.0 Watts	1.01
ire1	34.0 Watts	0.0 Watts	1.01
olice1	34.4 Watts	0.0 Watts	1.01
65.75 MHz	45.6 Watts	0.0 Watts	1.01
66.25 MHz	0.0 Watts	0.0 Watts	1.00
66.75 MHz	7.2 Watts	0.0 Watts	1.02
Jser 1	Disabled	Normally Open	OK ■



Additional Value for the Customer



Bird's CPM features include:

- Data files that can be logged and exported to view historical information and perform trend analysis.
- On-site visits can be minimized RF power measurements can be taken remotely.
- **Consistent measurements** no subjectivity in measurements from technician to technician or measurement equipment variation during routine performance tests.
- **Can be interfaced** to customer equipment to signal transmitter shutdown during transmission line or antenna failure.
- User can interface other site-relevant alarm events from other equipment and send SNMP trap messages.

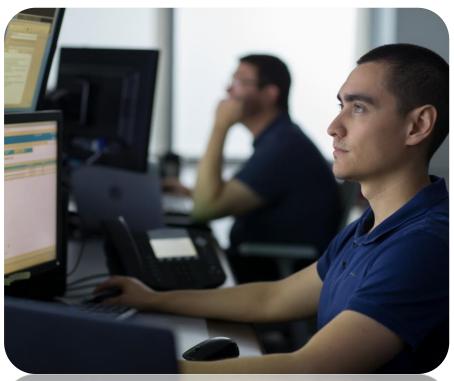


Sales Approach



Review your system today-Are you ready? Can your system accomplish these things:

- Disaster recovery
- Always be connected
- Remote Monitoring-Access anywhere
- Preventative/Predictive Maintenance
- No truck roll
- Respond quickly to failures and maximize resources
- Improve time-to-repair, optimize spare parts inventory
- Allows external sensors (such as door alarms, smoke detectors, etc.) to be connected to the system



When you need to be certain that your radio communication system is working When you need it!





CPM Solutions Guide

Channel Power Monitoring Solutions



Channel Power Measurement Solution



Features

- Provides real-time monitoring of RF power and antenna performance for up to 16 transmitters and/or antennas
- Wide range of sensors, covering Broadcast and Land Mobile Radio frequencies and power levels
- User-friendly display on "local" unit
- Built-in web server allows monitoring with web browser or Android app
- Supplied with MIB, allowing remote management with any SNMP version 2 management system
- Alarm on reduced power output, increased VSWR and reduced VSWR, alerting users as follows
 - Red alarm light on panel
 - Red alarm bars on web browser and Android app
 - SNMP traps to external devices
 - Alarm relay to external devices (lamps, etc...)
- External alarm inputs allow external devices to generate alarms, for example transmitter room door switches, PIR sensors, smoke sensors
- Data recording allows early diagnosis and repair of failing components
- AC supply with 24V station battery backup
- Accessible with the BirdRF Meter Android App



Customer Input



The Channel Power Monitor is a **Solution built for a System**.

Here are key questions and some things to know and need to be addressed prior to quoting a system.

Things to ask:

- What is the frequency and power to be measured?
- Can you provide a block diagram of your system?
- How many antennas do you have? How many sites?
- What is the provided input voltage at your site? 115VAC, ±48VDC?
- What type of network connection do you have? Cellular, ethernet?
- Do you have SNMP Manager?
- Do you have a Lab or test site available

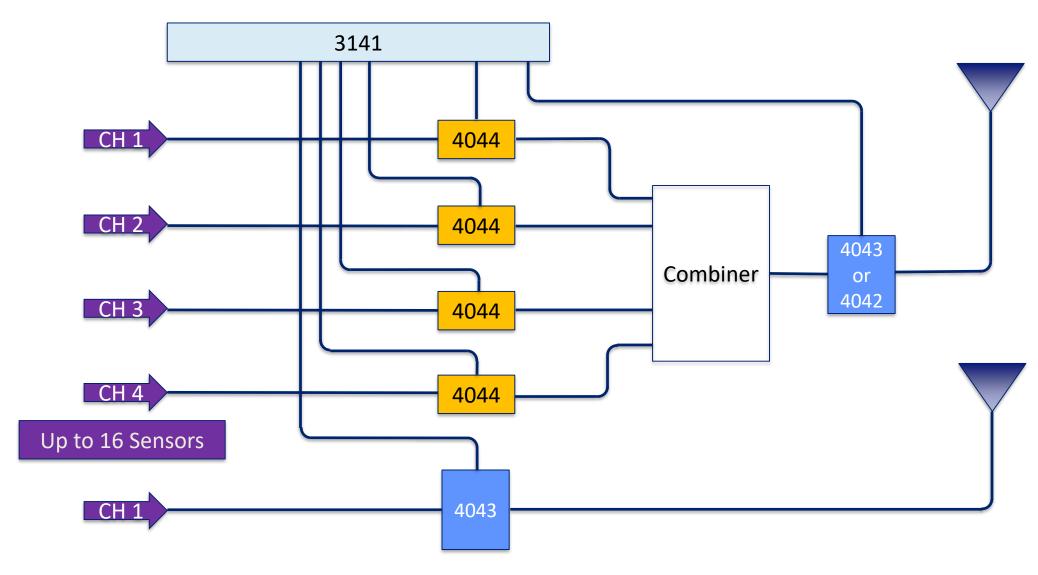
Things to Know:

- When using a 4044 it needs to have a good match to the input of the combiner.
- When using a 4042 sensor (channelized power), note that due to processing time it is a good idea to limit one 4042 sensor per 3141.



Typical System Layout with CPM Monitor

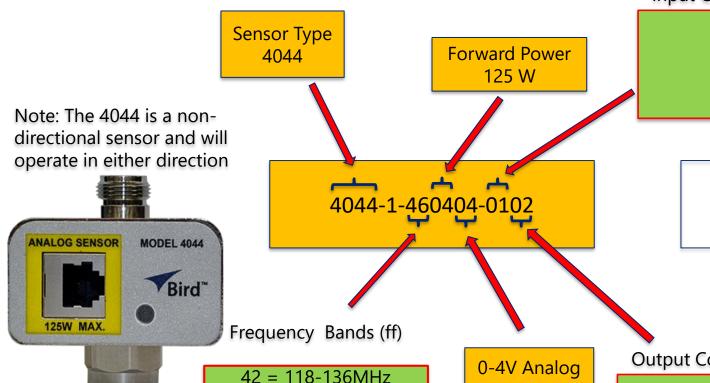






4044 Sensor Options





44 = 144-174 MHz

45 = 380-450 MHz

46 = 450-512 MHz

 $47 = 762 - 806 \, \text{MHz}$

48 = 806-869 MHz49 = 896-940 MHz Input Connector Options (yy)

$$01 = N(f)$$

02 = N(m)

03 = 4.3/10(f)

04 = 4.3/10(m)

Select Options





Output Connector Options (zz)

$$01 = N(f)$$

02 = N(m)

03 = 4.3/10(f)

04 = 4.3/10(m)



4043 Sensor Options





Forward Power (pp)

05 = 25 W to 500 W



4043-1-470505-0403

RS-485 Comm.

Frequency Bands (ff)

42 = 118-136 MHz

44 = 144-174 MHz

45 = 380-450 MHz

46 = 450-512 MHz

 $47 = 762 - 806 \, \text{MHz}$

48 = 806-869 MHz

49 = 896-940 MHz

Input Connector Options (yy)

$$01 = N(f)$$

02 = N(m)

03 = 4.3/10(f)

04 = 4.3/10(m)

Select Options

4043-1- ff pp 05



Output Connector Options (zz)

$$01 = N(f)$$

$$02 = N(m)$$

$$03 = 4.3/10(f)$$

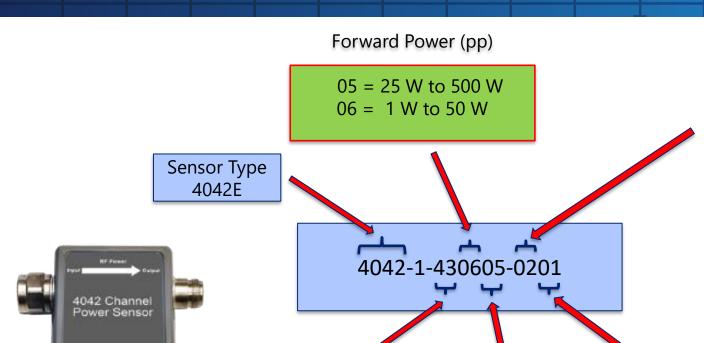
04 = 4.3/10(m)



4042 Sensor Options – Per Channel – 50 W or 500 W

RS-485 Comm.





Frequency 100 – 1000 MHz Input Connector Options (yy)

01 = N(f) 02 = N(m) 03 = 4.3/10(f) 04 = 4.3/10(m)

Select Options

4042-1- 43 pp 05 - yy zz

Output Connector Options (zz)

01 = N(f) 02 = N(m) 03 = 4.3/10(f) 04 = 4.3/10(m)

Note: The 4042 sensor is a 100 MHz – 1000 MHz sensor. Output power is

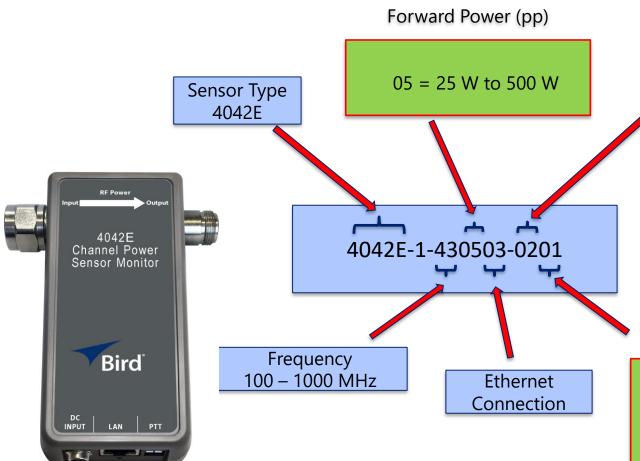
Bird

per channel.



4042E Sensor Options





Input Connector Options (yy)

01 = N(f) 02 = N(m) 03 = 4.3/10(f) 04 = 4.3/10(m)

Select Options

4042E-1- 43 pp 03 - yy zz

Output Connector Options (zz)

01 = N(f)

02 = N(m)

03 = 4.3/10(f)

04 = 4.3/10(m)

Note: The 4042E sensor is a

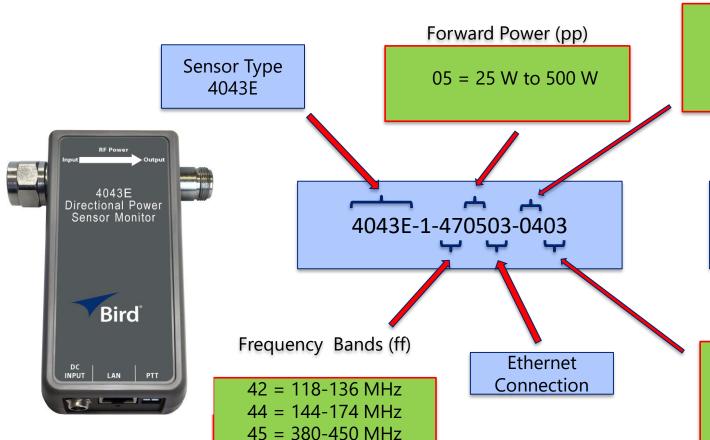
100 MHz – 1000 MHz sensor. Output power is

per channel.



4043E Sensor Options – Composite Power





46 = 450-512 MHz 47 = 762-806 MHz 48 = 806-869 MHz 49 = 896-940 MHz Input Connector Options (yy)

Select Options

Output Connector Options (zz)

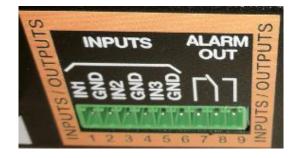


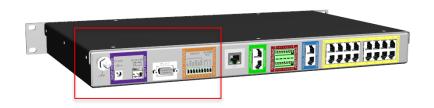
Channel Power Measurement Display



The Rear Panel - 1







Power Supply Inputs.

The left-hand socket connects to the AC power supply which is provided with the CPM. The right-hand socket can be connected to the site's battery backup.

User Alarm Inputs 1-3

There are 3 user defined inputs which can be connected to sensors/contacts of the customer's choice.

Alarm Out These are normally-open and normally-closed relay contacts which reflect the state of the Alarm LED on the front panel.



Channel Power Measurement Display



The Rear Panel – 2



LAN

Connects to the IP Network



Push-to-Talk

16 inputs which can be assigned to any of the RF sensors, and which allow forward power alarms to be sent only in the event that PTT is active and the minimum RF power threshold is not met.



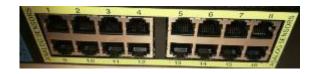


Channel Power Measurement Display



The Rear Panel – 3







Digital Sensors

Two RS-485 ports which connect to the 4042 and 4043 RF sensors. The sensors are connected in a chain, with a terminating resistor (120 Ω) on the last sensor. Up to 32 sensors are supported. The sensors must be added via the front panel digital sensor menu.

Analog Sensors

16 inputs which connect to the 4044, 4043 and 5009 sensors. One port per sensor.

These ports may also be used for the TPM series of Broadcast Power Sensors.



4044 Non-Directional Power Sensors



Non-Directional Power Sensors

- Measure forward average power on a 50 ohm RF transmission line
- 125W Forward power level in frequency bands of 118-940 MHz
- Provides confirmation of transmitter output power
- Connects to 0-4V DC analog sensors input of CPM. Up to 16 are supported per CPM

 Ideal for use at the input to each channel of the transmit combiner where VSWR is well controlled

Measures output power of either analog or digitally modulated radios up 125W





4043 Directional RF Power Sensors



- 4043 Series are designed for use with the 3141 (CPM) to provide <u>composite</u> power readings
- Reads forward and reflected power on 50-ohm RF transmission line
- Max 500W forward and 50W reflected
- Available for frequency band with an overall range <u>144 to 940 MHz</u>
- Provides VSWR Readings
- Connects to RS-485 digital serial bus sensor input of CPM. Up to 32 supported per CPM
- Any of the 16 PTT inputs can be re-mapped to 4043's
- Each sensor has:
 - (2) RJ-25 jacks for serial communication
 - RF input and output connectors
 - Status indicator

What is Composite Power?: When multiple transmitters of different frequencies are combined to a single antenna, the power produced is called Composite Power.





4042 Channelized RF Power Sensors



- Can measure the forward power, reflected power and the VSWR of a SINGLE Channel
- Can measure the forward power, reflected power and the VSWR of the Composite signal up to 16 individual channels and summing the power
- 500W forward and 50W reflected
- Connects to RS-485 digital serial bus sensor input of CPM
- Also shows aggregate forward and reflected power, and VSWR Readings
- Available for frequency band with an overall range 100 to 1000 MHz
- Any of the 16 PTT inputs can be re-mapped to individual 4042 frequencies

4042 Sensor Channels	State Of Ala	nska Site #1			
4042					
Name	FWD Power	REFL Power	VSWR		
UKGen 1 164.0500	0	0	1		
UKGen 2 164.0625	0	0	1		
UKGen 3 169.0875	24.89	0.03	1.07		
UKGen 4 169.3125	0	0	1		
Total	24.89	0.03	1.07		



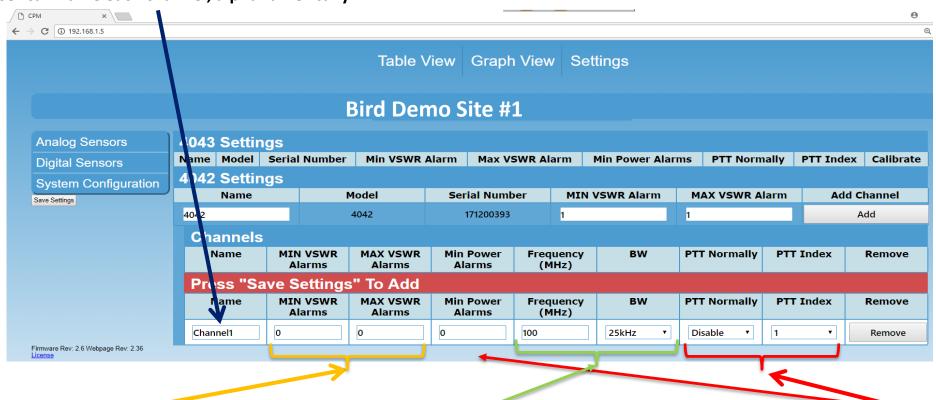


3141 Web Interface



Sensor Configuration

User can name each channel, alphanumerically



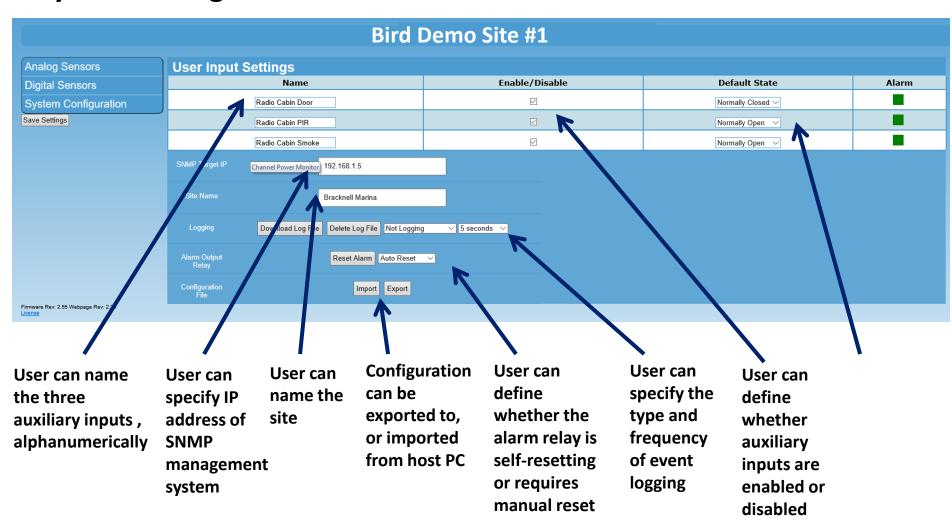
Thresholds below and above which minimum and maximum VSWR alarms are activated

Center frequency and bandwidth (6.25, 12.5 or 25kHz) for this channel Threshold below which forward power alarm is activated, if PTT conditions here are realized

3141 Web Interface



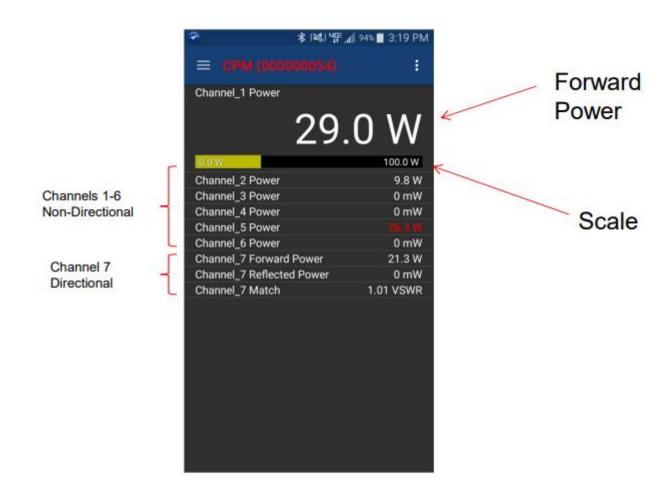
System Configuration



Monitoring CPM with Android Phone



CPM can also be monitored with a (free) App call RF meter App, which can be downloaded from the Google Play Store





New Product Introduction



- Does not utilize the Model 3141 display unit
- More cost effective for applications requiring fewer sensors
- Consists of sensors that connect directly to the ethernet
- Allows remote access through the built-in Web Server for setup and monitoring
- Comprises a directional composite power sensor and a directional channelized power sensor





4043E and 4042E Ethernet Power Sensor Monitor



- Does not utilize the Model 3141 display unit
- More cost effective for applications requiring fewer sensors
- Consists of sensors that connect directly to the ethernet
- Allows remote access through the built-in Web Server for setup and monitoring
- Comprises a directional composite power sensor and a directional channelized power sensor



4043E Benefits

- Frequency range includes 7 bands between 118-940 MHz
- Provide composite power monitoring
 - The 4043E can be installed post-combiner to monitor the antenna VSWR
 - Alarm limits can be set by the user to provide alerts when that limit is crossed
 - Internal processing capability eliminates the need for additional monitoring and processing equipment

4042E Benefits

- Frequency Range 100 to 1000 MHz
- Monitoring antenna failure and radio power output simultaneously
 - The 4042E can be installed post-combiner to monitor the antenna VSWR
 - Monitor up to 16 radios with just one sensor
 - The 4042E (currently) has only one PTT input, so it **does not** provide frequency specific power alarms.

Note: Future Release 4042E that will address Frequency specific power alarms



"Future" 4042E 16 Channel PTT



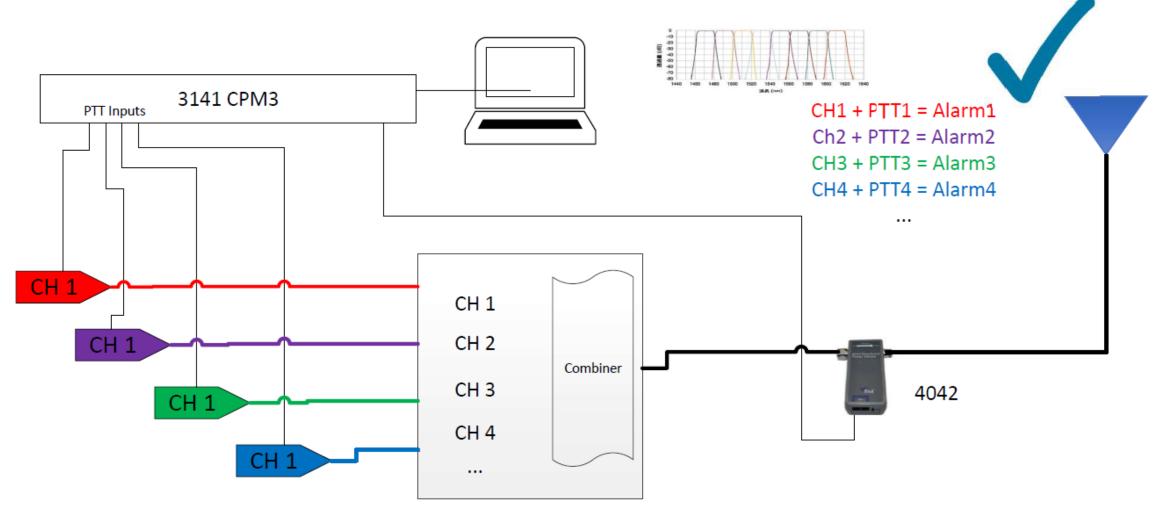
- The 4042E (currently) has only one PTT input, so it <u>does not</u> provide frequency specific power alarms.
- Create a new version of the sensor firmware to incorporate all networking features. This will enable the customer to access the sensor directly with his existing monitoring system.
- New 4042E has 16 PTT inputs. These individual inputs would map to the user-programmed channel configuration and gate the measurement in the same way as the 3141.
- By utilizing the 3141 PTT code into the 4042E, modified UI and redesign of the SNMP, this sensor would be able to
 accommodate frequency specific power alarms





3141 Channel Power Monitoring System

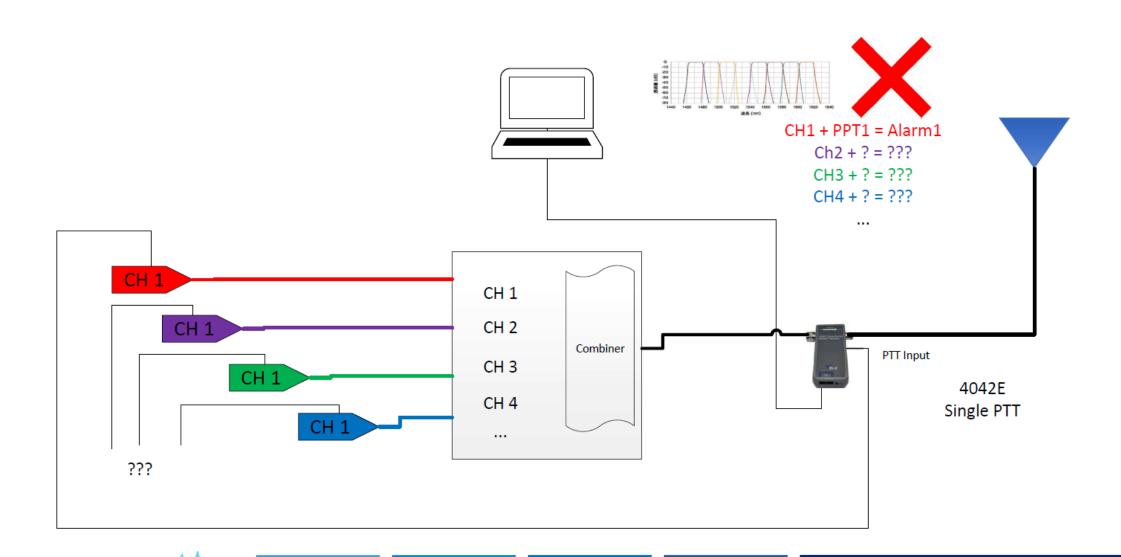






4043E First Release

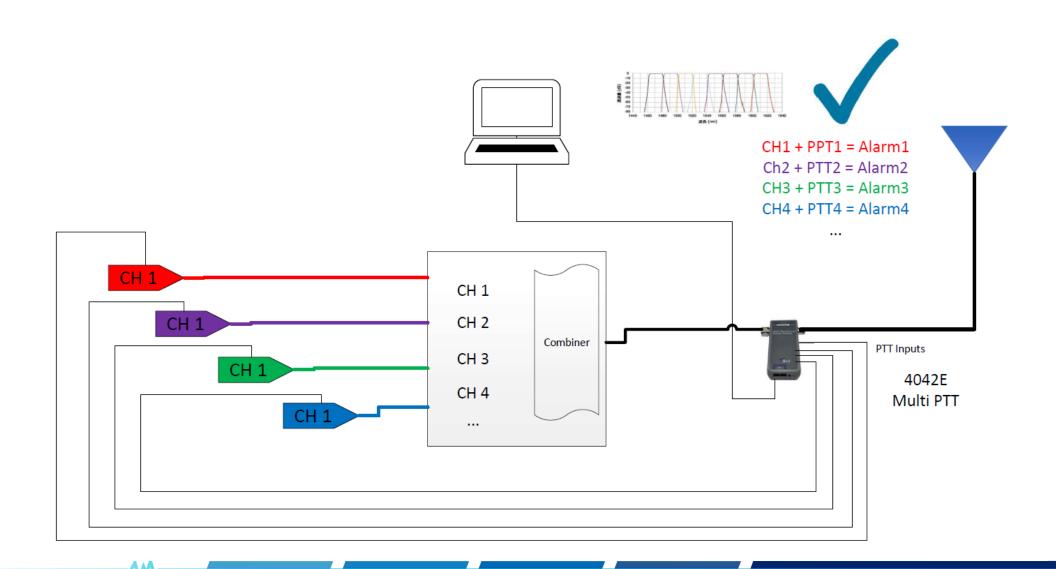






4043E Future Release







Sales Tools





Bird

Prospecting Toolkit

- Datasheet
- Training Webinar
- Outbound Marketing
- Target Advertising

Points of Differentiation

- Questions to Ask
- Solutions Guide

Awareness

Investigate

Requirements

Evaluation

Approval

Buy

Customer Meeting Tools

- Product Overview
- Data Sheet
- Application Notes
- Product Demos
- WebEx Training



Thank you!



Time for some Questions and Answer Session

