



Swisscom Broadcast partners with Hytera: Plans to establish a centre of competence to accelerate time to market for new technology

Two companies, one common goal: Swisscom Broadcast Ltd has signed a system partner agreement with Hytera Mobilfunk GmbH for Switzerland and Liechtenstein, offering customers a one-stop solution from project planning to go-live.

Swisscom Broadcast is to become an important system integrator for the entire Hytera portfolio in Switzerland and Liechtenstein. Hytera develops radio systems that meet the most demanding requirements. Alongside DMR and TETRA systems, Swisscom Broadcast also plans to implement innovative broadband solutions with Hytera. And even faster than before: a joint centre of competence will significantly shorten time to market, enabling the earliest possible access to new technologies. This will give our customers a significant competitive advantage.

Emanuel Jungo, Head of Marketing & Sales at Swisscom Broadcast Ltd: “The partnership perfectly combines the proven expertise of Hytera and Swisscom Broadcast in ICT, radio communications and LTE. Our customers will benefit from a Swiss centre of competence, a high level of innovation and customer-specific radio solutions with technically mature products.”

From now on, Swisscom Broadcast will not only distribute all the software and hardware products within the Hytera portfolio and use them within its own networks, it will also be responsible for adjustment, extension and integration.

“We see significant market potential in Switzerland and are confident that, as a top systems integrator, Swisscom Broadcast represents a competent and reliable local partner to produce bespoke customer solutions with our products,” explains Frank Pauer, Deputy CSO at Hytera Mobilfunk.

Both partners are highly motivated and have already started their first joint projects. “We look forward to a close collaboration in which both companies can capitalise on their respective



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Press release

strengths,” adds Michael Fertig, Sales Director for Germany, Austria and Switzerland at Hytera Mobilfunk.

About Swisscom Broadcast Ltd

Swisscom Broadcast is a flexible, agile company within the Swisscom Group with more than 50 years' experience. The Swiss company builds, operates and maintains dedicated radio networks: radio and TV broadcasting networks as well as security and enterprise radio networks. Swisscom Broadcast also offers services in the video sector: platform services for IPTV and Web TV sales as well as sophisticated video security solutions. Its subsidiary, Swisscom Event & Media Solutions (SEM), expands the portfolio by providing temporary ICT services to the event and media industry.

About Hytera Mobilfunk GmbH

Hytera Mobilfunk GmbH is part of Hytera Communications Co. Ltd and is one of the leading manufacturers of high-quality TETRA, DMR, LTE and analogue radio systems and devices in the world. Hytera Communications Co. Ltd. has a global network of 60 branches and subsidiaries on all continents, with more than 7,000 employees. Hytera Mobilfunk GmbH in Germany has been developing the future of professional mobile communication for more than 35 years, creating customised solutions.

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On [Swisscom.ch/funk](https://www.swisscom.ch/funk):

Video interview with Jean-Paul de Weck (CEO Swisscom Broadcast), Michael Fertig (Sales Director Germany, Austria Switzerland, Hytera Mobilfunk), Emanuel Jungo (Head of Marketing & Sales, Swisscom Broadcast) – available from 11.00 am.