

Keukenhof chooses Tetra from Flash

Text of interview by Marjan Jansen Manenschijn

Flash has been awarded the contract to deploy a TetraFlex system for the world famous yearly flower exhibition at the Keukenhof Park in Lisse. The event attracts hundreds of thousands visitors and has the attention of the media worldwide through the two month of opening per year. With its 800 employees, it is a big challenge for the management at Keukenhof planning and coordinating such a big event. As of this year, Flash Services guarantees optimum radiocommunication. Hiring a Tetrasystem proved to be extremely attractive, even for such a relatively short period. Park manager Ton Aker and Account manager Edwin Scheurwater of Flash are both content with a season without unpleasant surprises.



It is a company involving huge numbers: 10,000 lunches, 1,300 camper vans per day, 800 employees. And that is just during the two months that Keukenhof is open. Once the gates close, about 45 permanent employees start the preparations for the following season. "That's when we start raking, combing and polishing", says Ton Aker. "While we are open I do not want to encounter any unpleasant surprises. I have to have permanent contact with people working in the car park and First Aid, security, maintenance and cleaning staff. Absolutely nothing must go wrong during the opening hours, because, with so many people in the park at the same time, there is a potential for things to really go wrong."

Edwin Scheurwater can fully endorse Aker's story. "Of course we are eager to supply the Keukenhof, but above all, our system offers precisely the facilities the park needs: the possibility of flexible grouping, setting priority levels, excellent coverage across the whole site and user-friendly equipment." An added challenge is the very strict check on the system carried out by Dienst Koninklijke Beveiliging (Royal Security Services) due to the regular royal visits, which was perfectly met by the TetraFlex system. Therefore, police and security once again could rely on the professional reputation of Keukenhof.



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"Flash fits effortlessly into this picture", confirms Ton Aker. "But the most important aspect is the way in which Flash operates, in addition to the extended service that they offer. I can see my own organisation reflected in this. We always go the extra mile for customers and Flash does too. If I need extra radios on the Saturday before Easter I know that they will be provided right away. Flash is accessible, they provide solutions and get the job done. Before a proposal is made, measurement and research has to be conducted. Nothing is left to chance.



The price/quality ratio is also perfectly acceptable with Flash. With Flash's Tetra system, we now have experienced what it is like to combine state of the art solutions with *proven technology*. Now we won't settle for less."

Product information Tetraflex

For companies or organisations with between 25 and 500 two-way radio users, the step from analogue to digital trunking will be very interesting due to the low pricing and the 'plug and play' concept of the single or multi site DAMM TetraFlex® system.

TetraFlex® is a TETRA digital trunking system, fully based on IP technology. The configuration comprises separate units; 1 System Controller and 1 or more digital base stations (maximum of 4) per site. These units are built in cabinets with IP65 protection classification and can, therefore, be installed without specific civil facilities.

TetraFlex® has high communication capacity. The TDMA technology (Time Division Multiple Access) employed provides each base station with 4 communication channels on 1 frequency, whereby per site 1 of the channels serves as a control channel. A customer with 3 base stations therefore has (12 – 1) 11 channels for communication.

In addition to individual calls, group calls and emergency calls with or without priorities, TetraFlex® also provides users with facilities such as phone connection and DGNA (Dynamic Group Number Assignment). Dynamic regrouping allows the customer to anticipate every situation as it happens.

A TetraFlex® system is delivered with Network Management Software as standard. This programme gives the technical user the opportunity to have an on-line insight into the system's parameters and, if necessary, carry out corrections or modifications.

For organisations with a large work site, single site systems can be linked together to make one huge radio communication network.

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