

**It took GE to put the future
of mobile communications
in the palm of your hand.**



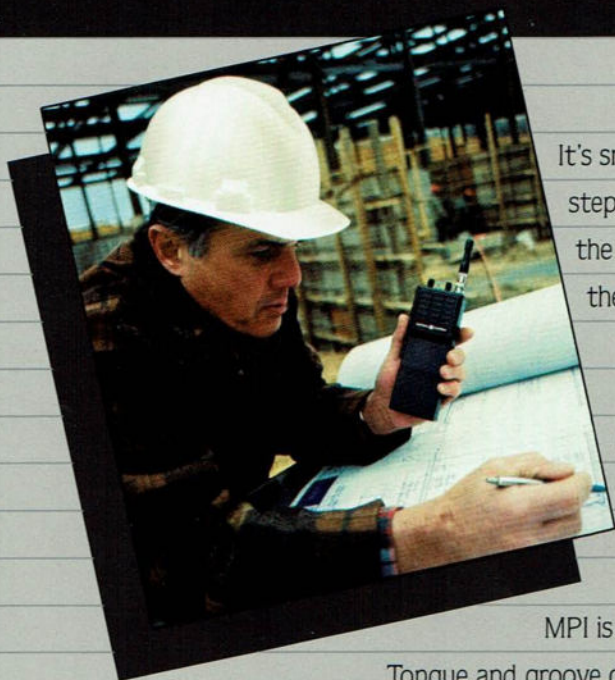


Solid state switching and integrated antenna system for better reliability and range.



Snap-in battery is easy to replace and small enough to let you carry a spare.

Presenting the hand-held radio that's high in performance but low in price.



The MPI™ is a small radio that's designed to help you get the big jobs done. It's small in size, high in performance, and low in price. And it represents a major step forward from the bulkier and heavier hand-held radios that are currently on the market. At only 1½ inches thin, seven inches long, and 16 ounces in weight, the MPI won't get in the way when a job needs getting done.

We Cut The Size Without Cutting Performance.

The MPI offers the range and quality of sound that you'd expect from a much larger and more expensive radio. And because of its wireless design, the MPI eliminates frustrating down-time caused by pinched or broken wires. Its casing is constructed of rugged aluminum and extra-tough Lexan® resin, and all its internal components are shock-mounted in Ensolite foam. So the MPI is built to stand up to on-the-job punishment.

Tongue and groove construction makes the MPI weather resistant, while automated component placement in manufacturing assures consistent high quality and reliability. What's more, a computer printout of each radio's test results accompanies the unit when it leaves the plant—your assurance that it meets General Electric's rigorous quality standards.

The MPI Has All The Features You Need Most.

- Snap-in/Snap-out Battery for quick replacement. Pocket-sized batteries make it easy to carry a spare.
- Electret Microphone and separate high quality speaker for outstanding audio fidelity and maximum message clarity.
- Solid State Antenna Switch and BNC Connector for top efficiency and performance.
- Built-in Earpiece Jack for the use of an earpiece in high-noise environments and wherever privacy is desired.
- Built-in Remote Control Jack for use with a speaker/microphone.

Options and Accessories for your MPI:

- Digital Channel Guard to prevent receiving unwanted shared channel transmissions.
- Programmable Channel Guard with squelch tail elimination.
- Carrier Control Timer to prevent accidental tie-up of the system.
- Type 99 Decode for selective calling applications.
- DTMF Encode for telephone interconnect.
- Available in 2-watt and 4-watt models.
- Plus a variety of speaker/microphones, ear pieces, chargers and carrying accessories.

A Dependable Hand-held Radio Shouldn't Cost An Arm And A Leg.

The MPI has everything a portable radio user really needs. And because we used such advanced technology, we're able to offer it at a price that more users can afford. In fact, with all it has going for it, the MPI is the best portable radio value on the market today.



DTMF encode option for telephone interconnect.



Separate speaker and electret microphone for loud and clear reception you'd expect only in larger, more expensive units.



Aluminum and Lexan® resin construction makes the MPI rugged and durable.



We're Putting The Future Of Mobile Communications In The Palm Of Your Hand.

With quality mobile telephones and radios that are second to none. With a dealer network that's the largest in the world. With mobile communications experts that can help design the right system for you. And with over 1,000 authorized General Electric service centers backing up every product we make — from our state-of-the-art GE-STAR™ Cellular Mobile Telephone to our high-performance MPI™ Hand-held Radio. They're the best mobile communications values on the market today.

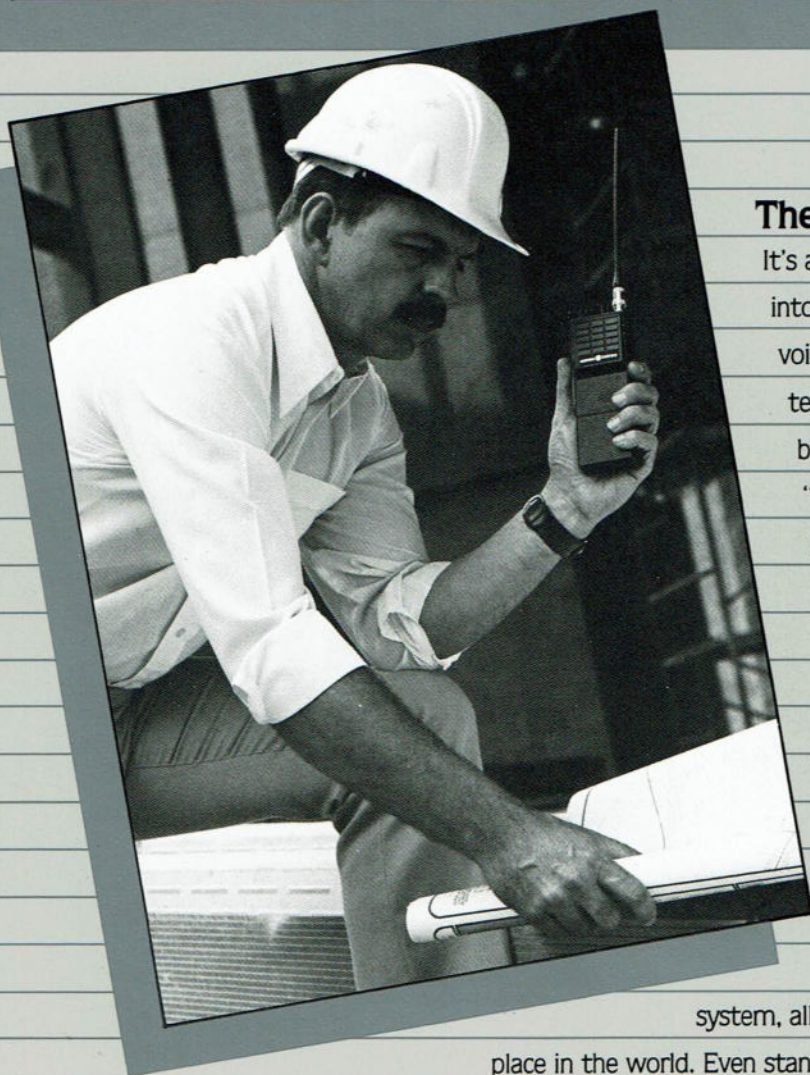
Call On General Electric.

For more information on the MPI Hand-held Radio, or any of the GE mobile telephones and radios, call toll-free: 800-368-2020. (In Virginia, Alaska and Hawaii, call collect: 804-528-7643.) Tell our operator which products you'd like more information on. Or write General Electric, Mobile Communications Division, Lynchburg, Virginia 24502.

We bring good things to life.

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Now your pager can be a two-way radio that also makes telephone calls.



The GE-MARC™ Talk-Back Paging System

It's a compact, inexpensive system that puts "two-way" into paging; allowing users to answer their page by voice, on the move, without having to locate a telephone. What's more, it's simple and easy both to install and to use.

"Talk-back" is provided by General Electric's small, lightweight MPI portable radio that's under 16 ounces in weight and 7 inches in length.

Available in 2-watt and 4-watt versions, it offers the range and quality of sound that you'd expect from a much larger and more expensive radio.

But talk-back paging is only half of the story. An optional touch pad on the MPI provides access to your telephone interconnection through the

system, allowing the user to make phone calls to any

place in the world. Even standard MPI's can be programmed

to make an emergency phone call with three quick clicks of the push-to-talk button. In addition, GE's new Executive II pagers may be used in the system for economical one-way communications.

This means you get three communication modes to provide you with the flexibility to satisfy your specific communication needs—portable to portable, automatic dial paging and "dial-out" portable communications.



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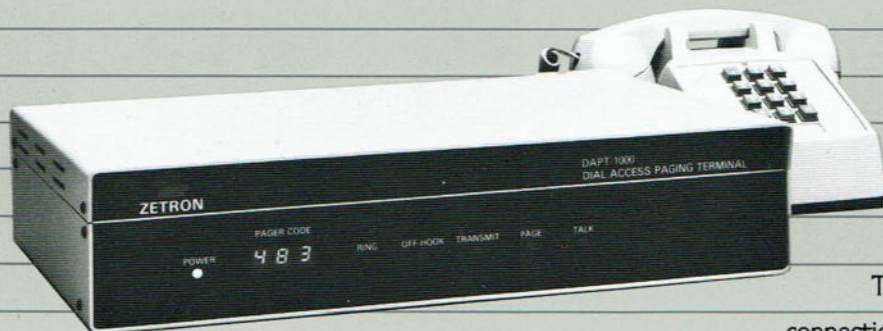
How the GE-MARC™ Talk-Back Paging System Works

In addition to the MPI radio and Executive II pager, the GE-MARC Talk-Back Paging System incorporates General Electric's Custom MVP low-power repeater and Zetron Inc.'s DAPT-1000 paging terminal. It is ideally suited for use on the popular UHF business offset channels which are available to businesses regardless of other channels presently in use. It also may be licensed on standard UHF business channels. The system can provide communications for hospitals, factories, buildings, malls, theme parks, and industrial and construction sites.



Economical Low-Power Repeater

The Custom MVP low-power UHF repeater station used with the system provides economical two-watt operation required on UHF business offset channels. It is small, lightweight and portable, and can be moved easily from location to location if required.



No Operator Needed

The Zetron DAPT-1000 terminal provides automatic connection between your business telephone system and the radio base station, eliminating the need for a paging operator. Plug-in programmable memory devices (PROMs) can be replaced in the field to increase pager capacity or add new features.



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Call on General Electric

For more information on the GE-MARC Talk-Back Paging System, or any of the GE mobile telephones and radios, call toll-free: **1-800-GE-12345**. (In Virginia, Alaska and Hawaii, call collect: 804-528-7643.) Tell our operator which products you'd like more information on. Or write General Electric, Mobile Communications Division, Lynchburg, Virginia 24502.



We Bring Good Things to Life

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"65,000 fans, 14,000 cars, 20 acres of land, and only one way to control them."

The MPI™ Hand-held Radio From GE.

For Joe Cavagnaro, Jr., Sunday is no day of rest. Because when the pride of Texas is in town to play football, it's up to Joe to make sure everything runs smoothly. Parking, crowd control, security, emergency medical treatment — everything. And when Joe is on the job, so is the General Electric MPI Radio.

High In Performance, Low In Price.

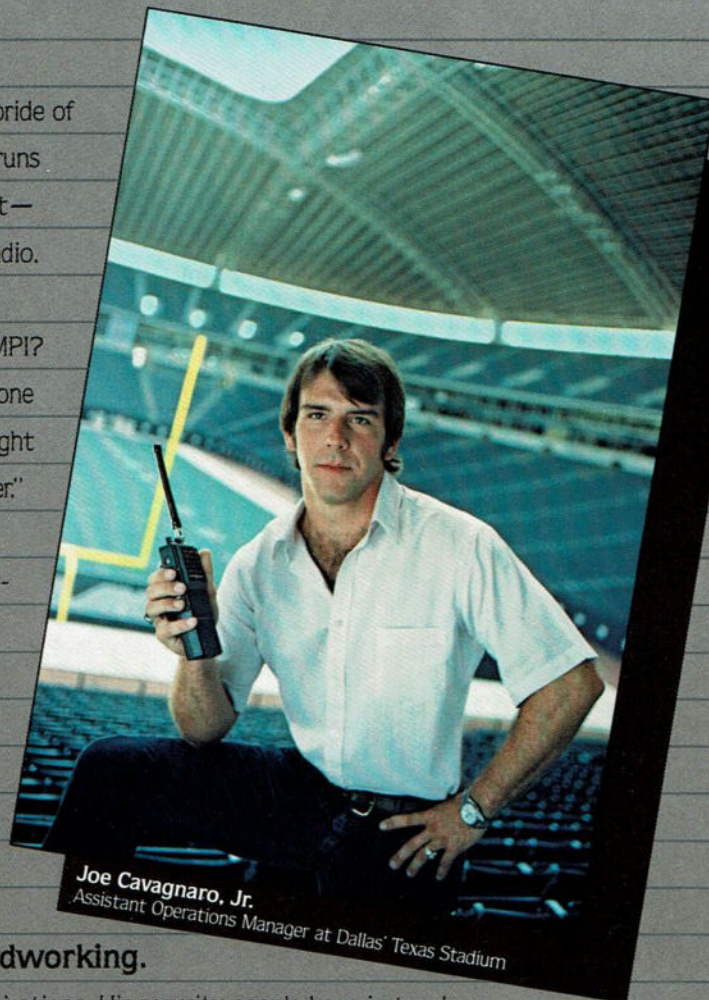
With dozens of radios to choose from, what made Joe decide on the MPI?

First, he needed a radio that was light in weight and small in size — one that wouldn't get in the way when a job needed doing. "Now my people fight to use an MPI instead of the older radios we own that are larger and heavier."

Second, Joe was impressed that the MPI enabled his crew to reach one another clearly from the deepest basement in the stadium to the farthest corner of the parking lot.

Third, Joe needed a radio that could stand up to punishment day after day — and the MPI does. Its casing is constructed from extra-tough Lexan® resin and the circuitry is shock-mounted. So you can be sure the MPI will spend its time in service, instead of in the service shop.

And finally, when Joe learned he could get so much radio for such a low price, he bought the MPI.



Joe Cavagnaro, Jr.
Assistant Operations Manager at Dallas' Texas Stadium

The MPI: Reliable, Hardworking.

Now Joe relies on the MPI radio for much of the stadium's communications. His security people keep in touch with each other and emergency vehicles by means of the MPI. "Without radios," Joe says, "my security staff would have to be doubled."

The MPI also helped Joe solve one of the biggest problems at a facility this size: traffic control. "When each game ends," he said, "14,000 cars all head for the exits at once. Equipped with hand-held radios, our traffic management personnel are able to direct traffic to the least crowded exits and empty the parking lots in record time."

Small Size, Light Weight, Low Cost.

Because GE used such advanced technology, you can count on the MPI to deliver high performance at a low cost.

Of course, you may not need to park 14,000 cars, or control a crowd of 65,000 enthusiastic football fans. But if you're involved in security, it's nice to know there's a little radio that can do the big jobs.

Call On General Electric.

For a free brochure on the MPI and the entire line of GE hand-held radios, phone toll free: **800-368-2020**. (In Virginia, Alaska and Hawaii call collect: 804-528-7643.) Or write General Electric, Mobile Communications Division, Lynchburg, Virginia 24502.

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