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NEW GENERAL MANAGER GETS ACQUAINTED WITH MOBILE COMMUNICATIONS

Jim McNerney impressed with plant tour -- and with MCB people

"Mature, dedicated people with a sense of purpose, working together well as a team."

That's what MCB's new General Manager, Jim McNerney saw when he toured the factory shortly after he arrived here early this month.

"The people seem to have a clear perspective about how the work they are doing fits in to the total picture," Jim added, noting that he was impressed with the cleanliness of the factory.

In talking with managers shortly after his tour, Jim said he plans no sweeping changes.

"A lot of good work has been done here over the past couple of years to get Mobile Communications back on its feet," said Jim, "and I plan to build on that."

He said that day-to-day operations -- utilizing programs which have proven to be successful-

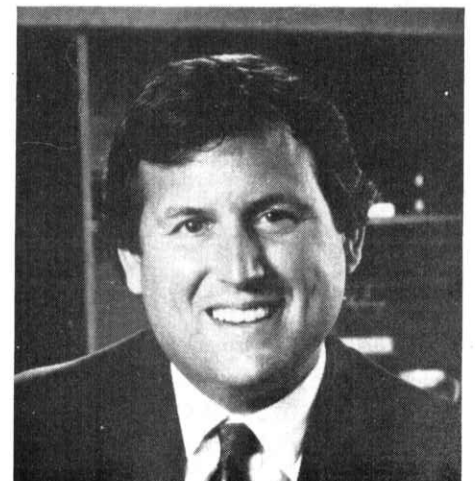
- will keep right on without skipping a beat.

"I assure you that we'll keep on emphasizing things like customer service and inventory controls," he added. "We need the controls, but we need also to be quick in serving the customer."

"My motto -- and you'll be

hearing me say this often is, *'I like to be disciplined, but I like to be fast!'*"

Also in his informative meeting, Jim talked briefly about MCB being in the new RCA Communications and Services Organization which he feels is going to be a "plus."



RANGR: MCB's newest public service mobile

Two out of three may not be bad ... but MCB wasn't satisfied with "not bad."

In the Public Service Mobile market, MCB had the high and low ends covered: the Delta series offered high-spec, top-of-the-line radios, while the Phoenix provided an inexpensive alternative for users who didn't need highest-spec performance. The problem was in the mid-specification segment of the market. MCB was left with a void in its offerings.

No more. Our new RANGR trunk-mounted radios are designed specifically to fill the gap between Delta and Phoenix. The mid-spec market has been growing for several years and shows no signs of stopping. And we're ready to take advantage of it!

We know what the market offers us -- growing sales opportunities. But what does RANGR offer the customers in that market? The mid-market public service customer wants a radio that is less expensive than the absolute top-of-the-line models -- but also wants a good range of features. In other words, RANGR had to have a little of everything, and it does.

Based on an extensive market survey, MCB engineers designed RANGR with the features most desired by customers. It is available in low-band, high-band, UHF, and 800 MHz models.

We can put its features in four general categories: reliability, serviceability, flexibility and compatibility.

RELIABILITY AND SERVICEABILITY

Reliability, long-term reliability, is what public service customers look for first. RANGR has a cast-aluminum frame and covers, which means it's lightweight and good at conducting heat out of the radio (heat is hard on transistors). The radio is also fitted with a gasket which seals the unit against dust, harsh weather, and RF interference. And the plug-in wire board connectors are gold-plated to resist oxidation or corrosion.

RANGR meets the same environmental standards as the high-spec Delta, as well as the Department of Defense MIL Standard 810-D, a rigorous test for communication equipment.

Maximum *serviceability* is important to the user because the longer a repair takes, the more the user pays.

RANGR can be removed from the vehicle by loosening one captivated screw. (A locking option prevents unauthorized removal.) Either cover can be removed by loosening four corner screws.

Inside, RANGR features a modular design. Its boards are not layered; every circuit is readily accessible. Any board can be replaced simply by unplugging the connecting cables, removing the mounting screws, and placing a spare in its stead.

That means the radio stays in operation while the board in question is being repaired.

All this means reduced service time, lower maintenance costs, and less down time.

FLEXIBILITY -- CAPACITY TO ADAPT

Flexibility -- the capacity to meet customers' changing needs -- is where RANGR is on a level all its own among mid-spec public service mobiles. Remember, public service users are groups like police forces, fire departments, government agencies (federal and local), public works operations, public utilities, forestry crews and railroads. Disasters, accidents, crises that affect the lives and sometimes the survival of many people ... all these things can be part of a day's work for a public-service customer. Conditions can change in the blink of an eye, and the mobile radio must be able to satisfy the user's changing needs.

RANGR is up to the task. Its maximum capability of 16 channels (expandable to 64 with the new S-990 control head) is more than adequate for small and medium public service radio systems, and even for some large ones. Wideband capability allows quick reprogramming of any channel within the radio's bandwidth -- without the time and expense of retuning the transmitter and receiver.

RANGR is also synthesized, so the user doesn't have to wait -- or pay -- for new crystals for each channel. The GE Universal Programmer is all that is needed to establish radio channels, Channel Guard Tones, Digital Channel Guard Codes, and more.

EEPROM (Electrically Erasable Programmable Read-Only Memory) allows virtually unlimited programming and reprogramming ... no need to open the radio case for programming to customer requirements.

RANGR is so compact that it can be mounted under or behind the seat, or in a special compartment (in a fire truck or on a motorcycle, for example).

Finally, it's even flexible enough to suit the needs of some high-spec Business & Industrial users: for example, security agencies, ambulance services, transport/trucking companies, construction companies, and commercial waste-disposal operations.

While it is fully capable of serving as the basic mobile unit for a brand-new system, RANGR is also *plug-compatible* with MCB's Delta control heads and accessories. A user with a Delta-based system can use RANGR radios to expand his operation economically, or to replace a Delta unit that needs to be serviced, reprogrammed or used in a more critical (high-spec) application.



THE COMPETITION ...

RANGR sounds great on paper, but how does it stack up beside the competition? Very well!

Its major competition comes from Midland's SYN-TECH and Motorola's MITREK. MITREK, though it costs more than RANGR, is not wideband or synthesized (it offers only four channels). SYN-TECH is synthesized, but is not wideband in low-band or 800 MHz models, and does not fully meet Department of Defense MIL Standard 810-D. Furthermore, its layered insides present the service technician with a maze of boards and wires.

More and more, the perceived value of a product is a big factor in a potential customer's decision. "Our objective in designing RANGR's look," says Dick Culbertson, Manager--Industrial Design, "was to develop a very clean, sleek shape. The customer spends a significant amount of money on a radio, and he wants the product's quality to be visible." RANGR's greys and blacks, along with the color-coordinated controls, give it a high-tech look.

But appearance is not the only factor. "We also focus on fit, feel, finish," says Dick. "All the parts fit together cleanly; there are no sharp or raw edges; the texture and painting are appealing. Form follows function -- the 'layout' of the package is designed to make it easy for the customer to use."

RANGR is a sourced product -- but don't let that put you off. It's an illustration of how sourced products can help us strengthen our product lines by bringing products to market quickly, when the time is right.

"RANGR is the result of a great team effort between MCB Manufacturing and Engineering, Quality Assurance, Marketing, FEMO, and our vendor," says Product Manager Doug Reed. "It wasn't just dropped into our lap. Cooperation and dedication by all parties made it happen."

ENSURING QUALITY

And MCB's Quality Assurance group works to ensure that RANGR maintains a quality level deserving of the GE name. Says John Metcalf, Sourced Quality Engineer, "Our Product Evaluation Lab does complete analysis on the product. All specs must be met before we give the vendor the go-ahead for production."

Once production has begun, the Incoming Inspection group takes sample lots, and we monitor returns very closely, providing feedback to the vendors. "We also do 100% testing at AMTS," says John, "to make sure the various accessories work together properly as a package."

Like Carfone and TMX, two of MCB's other new radios, RANGR was brought to market and began shipment on schedule. "The first order was taken at a dealer show last April," says Doug. The initial 800 MHz orders have been shipped and, recently, the first "big" order -- for 180 units -- was received and shipped.

"It's a very new product," says Doug, "but we're seeing a lot of interest in it already."

Keep an eye out for RANGR! It promises to be a healthy addition to our growing product lines.

YEAR-END WAIVERS BEING CONSIDERED

The seniority waiver program is again being considered at MCB. The program allows people to volunteer to be considered as having "zero seniority" and be "first to leave" in event of a reduction. Nearly 60 employees have taken advantage of the program so far in 1986.

If there are no layoffs, will the waivers still be considered? Alex Newmark, manager, employee relations, explains how this can be done.

"The waiver program was designed to help people when there is a reduction in the workforce," explains Alex. "We match the job surpluses or bumps with the waivers. The waiver volunteers then leave their classification and go directly to lack-of-work status.

"This process is harder to do without surpluses, but business conditions are such that a number of people can leave without affecting production. Having volunteers at this time can minimize future involuntary reductions," he says.

Relations reps will hold informative meetings and answer any questions as they did during the May meetings.

"If a person decides to use the waiver, his or her last workday would be December 19, or earlier if there is vacation to be taken in addition to the five days of shutdown," he adds. "If you are also eligible to take pension retirement, start your pension application now."

Alex noted that because of the heavy pension workload at year end, there's no guarantee of a pension check on January 1. However, those pensioners will have 1987 vacation pay coming.

One complication in the waiver program is that MCB cannot guarantee acceptance of all waivers. The decision depends on job classifications -- is the job one that can be eliminated without jeopardizing production and customer commitments.

If the Personnel Office receives your waiver by October 20, you will have an answer by October 22.

(Seniority waiver informative meetings will be held October 15 and 16 from 3 to 4:30 p.m. in the auditorium.)

No employment opportunities this week.

GE NEWS

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An Equal Opportunity Employer

Salute to Service October '86

35 years

Jim McDonald
Bill Murphy, Jr.

30 years

Luke Lethcoe
Joel Sherburne
Hans Vandegraaf

25 years

Zola Baldwin
Elizabeth Cawthorne
Leonard Davis
Jim Elder
Alma Fisher
Kitty Hash
William Huffman
Dan McConville
Nancy Parrish
Betty Pool
Ruby Shotwell
Avis Wyland
Kitty Hobbs

Herb Brown
Richard Coleman
Mike East
Cecil Farish
Judith Foster
Art Herman
Elizabeth Jones
Margaret Mitchell
Larry Pendry
Margie Reider
Sallie Thompson
Bennett Hodnett

20 years

Eddie Claiborne
Carl East
Bobby Tucker
Paul Wellborn

5 years

Ronnie Dennis
Pat Murphy

YOUR HELP IS NEEDED TO PUT GE OVER THE TOP FOR THE UNITED WAY

The Lynchburg GE United Way campaign hasn't met its goal -- and if it doesn't, it will be the first time General Electric has failed to do so . . . yet a successful campaign at GE is very important to the community as a whole.

To help meet the shortfall, In-Plant Chairman Roger Hessenius and his committee are planning a raffle for a 19-inch color TV with remote control. A flyer is scheduled for distribution today to explain how the raffle will work and how to get tickets at \$1.00 each.

Here's a chance to give an added boost to a very worthy cause, help keep GE's record of successful United Way campaigns intact, and have a little fun as well!