

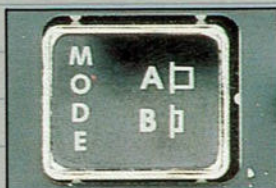
It took GE to put the future  
of mobile communications  
in the palm of your hand.







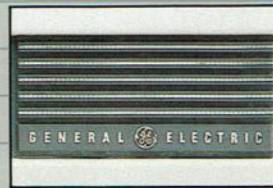
Busy light indicates that the channel is in use.



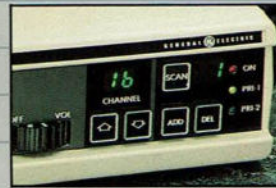
Mode switch allows you to choose from 16 channels—eight in each of two modes.



Monitor switch lets you check on radio traffic without coming off-hook.



Front-facing speaker gives clear, understandable audio.



Optional multi-channel scan with dual priority feature assures important calls are not missed.



# Presenting the high-tech mobile radio with the low-tech price.



For exceptional value in wide-band mobile radios, the Phoenix™ SX stands alone. It's low in price, uses no crystals, features microcomputer-control, and can be reprogrammed in minutes — whenever and wherever you need to. It represents a major step forward from the traditional mobile radios that are currently on the market.

## **Synthesized For Better Performance.**

Because the Phoenix-SX radio is synthesized, you never have to worry about replacing crystals. So you can use up to 16 different channels without making a single change in the radio's hardware or

software. And its wide-band capability permits access to multiple repeaters and to sys-

tems with frequencies spaced up to 24 megahertz apart. The Phoenix's wireless design is another indication

of its state-of-the-art technology. There are no wires to pinch, short out or break during use or servicing.

Microcomputer-based functions such as Channel Guard (digital or standard) and Carrier Control Timer are built into every Phoenix-SX without requiring any additional hardware.

## **Reprogram Your Phoenix-SX In Minutes.**

No mobile radio can be reprogrammed more quickly and easily than the Phoenix-SX. Because of its unique, electrically erasable E<sup>2</sup>PROM memory, individual units or an entire fleet of radios can be reprogrammed without ever opening a single one. What's more, with the optional programmer you can reprogram the Phoenix-SX anytime, anywhere. No jumpers to change or diodes to add or clip. And no ordering new PROMs. So you can eliminate the cost and inconvenience of sending your radio to the repair shop for reprogramming.

The Phoenix-SX is designed and manufactured in America, using computer-aided manufacturing and test processes to assure a consistent top-quality product. Each unit receives an intensive eight-hour "burn-in" prior to final testing so that potential failures are detected and corrected before any radio leaves the plant.

## **The Phoenix-SX Has All The Features You Need Most.**

- Monitor Switch which allows you to check on radio traffic without coming off-hook.
- Mode Switch which permits use of up to eight channels in each of two modes — making the Phoenix-SX ideal for shared repeaters and public utility applications.
- Frequency Switch and LCD display for easy selection of frequencies.
- Front-facing Speaker for "loud and clear" reception.

Along with these standard features, there's also a dual-priority scan option that assures you don't miss important calls. And a programmer that lets you reprogram your Phoenix-SX radio in the field or in your shop. It's designed to function with all GE programmable radios, and includes a small, hand-held computer and 40-column printer which operates on internal rechargeable batteries or a 120/240V, 50/60Hz power supply. In addition to programming radio frequencies, Channel Guard tones, Digital Channel Guard codes and Carrier Control Timer intervals, the GE Universal Programmer can also "read" programmed radios and "clone" additional radios. And as an added benefit, the built-in computer itself can be used for other business functions.

## **The Best News Of All Is The Price.**

No other mobile radio offers so many features at such a low price. Because we used such advanced technology, we're able to offer the Phoenix-SX for much less than other comparably equipped radios. In fact, with all it has to offer, the Phoenix-SX is the best mobile radio value on the market today.





## **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 Phoenix-SX Mobile 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.

**GENERAL**  **ELECTRIC**