



Sierra Electronics
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For Immediate Release

Private LTE, the Future of Distance Learning and Working from Home

Sierra Electronics provides LTE for businesses and homeowners in Reno

Reno, Nev. (April 2021): Sierra Electronics provides private LTE, a local cellular network consisting of cell sites and main network servers devoted to facilitating the connectivity of a single organization's needs separate from mobile providers' cellular networks. This kind of LTE has low data costs and improved network security & performance.

Private LTE is the future of reliable internet connection, meaning you'll never have to worry about being kicked out of a zoom meeting again. With more people working or learning from home, a reliable internet connection has become vital. The pandemic showed how dated and over-used WIFI routers are, LTE solves the problem.

Private LTE is a local cellular network consisting of cell sites and main network servers devoted to facilitating the connectivity of a single organization's needs separate from mobile providers' cellular networks. Private LTE also has low data costs and improved network security & performance.

Any small business or homeowner can operate in Band 48 under GAA unlicensed rules. This free LTE license operates much like a home Wi-Fi network, but better. Sierra Electronics offers state-of-the-art diagnostics equipment, repair tools and replacement parts to help ensure that the LTE devices are protected from normal wear and tear. Two-way shipping is included. Sierra Electronics service centers are certified to comply with national standards. Sierra Electronics offers in-house specialists and same day service for any business or homeowner interested in making the switch from traditional WIFI to private LTE.

Sierra Electronics has been servicing electronics for customers in Northern Nevada and Northeastern California since 1964. With two offices, located in Sparks Elko, Nevada. For more information about Sierra Electronics at www.sierraelectronics.com.

Sierra Electronics Fact sheet

1. Sierra Electronics is a local northern Nevada business selling high quality electronics, including but not limited to security systems, fire safety measures, and private LTE.
 2. The services Sierra Electronics provides serves the Reno/ Tahoe Police and Fire Departments.
 3. SE provides devices such as body cameras and dispatch/consoles to first responders.
 4. Sierra Electronics provides same day service.
 5. They have been servicing customers in Northern Nevada and Northeastern California since 1964.
 6. SE provides wide area systems for push to talk two-way radio service and paging service.
 7. They're in-house specialists offer system design, construction, sales, service, licensing and maintenance for wireless voice, data and video applications.
 8. Sierra Electronics has two locations, one in Sparks and one in Elko, Nevada.
 9. SE offers MOTOTRBO Connect Plus system in the Northern Nevada, Northeastern California and Sierra areas.
 10. Partnered with the Lease Corporation of America, Sierra Electronics offers customer-friendly financing programs for its products.
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1. Private LTE has low data costs and improved network security & performance.
 2. Private LTE is a local cellular network consisting of cell sites and main network servers devoted to facilitating the connectivity of a single organization's needs separate from mobile providers' cellular networks.
 3. A projection done by Strategy Analytics predicts that consumer spending for surveillance cameras will grow to \$9.7 billion by 2023.
 4. LTE offers fast connection speed and is suited for dealing with high bandwidth applications on mobile devices.
 5. LTE can provide data transfer speeds between 100Mbps (100 megabits per second) to 1 Gbps (one gigabit per second) while standard WIFI lies between 10 and 25 Mbps.
 6. Motorola digital radios provide instant, reliable communications to specific groups or individuals.
 7. Motorola digital radios provide up to 27 hours of talk time.
 8. In many counties across the country and in Nevada, Bi-Directional Amplifier systems are becoming mandated by the fire department.
 9. A Bi-Directional Amplifier is an instrument installed in large buildings or buildings that are more than three stories, that helps amplify wireless signals, sounds and communications devices.
 10. Bi-Directional Amplifiers (BDAs) are signal boosters that sustain two-way radio communications throughout a facility – including in stairwells, underground tunnels, parking garages, and other challenging areas.

To: Chris Buckley, KTNV
Subject: Sierra Electronics, Private LTE

Hello Chris,

My name is Alicia Howard. I work for Sierra Electronics, a Reno based electronics company that supplies and services electronics in the northern Nevada area. I'm reaching out to see if you'd be interested in covering a story surrounding private LTE, or Long-Term Evolution. A survey that we conducted showed that there is very little knowledge of what LTE is in the Reno/Tahoe area.

Private LTE has low data costs and improved network security & performance. It is a local cellular network consisting of cell sites and main network servers devoted to facilitating the connectivity of a single organization's needs separate from mobile providers' cellular networks. We think that bringing public awareness to the differences between LTE, private LTE, and WIFI could benefit not only commercial businesses, but Reno/Tahoe homeowners as well.

Things such as Zoom meetings make private LTE an important thing to have or just be aware of whether it's for your small business or at your home. Any organization, enterprise, or individual, can operate in Band 48 under GAA unlicensed rules. This free LTE license to deploy anywhere operates much like a home Wi-Fi network.

Please feel free to check out our website at www.sierraelectronics.com or give us a call at (775)-359-1121 for more information. I will follow up with you in the next three days to check on your interest.

Thank you for your consideration,

Alicia Howard
Sierra Electronics

To: Ben Margiott, KRNV

Subject: Sierra Electronics, Electronics That Can Save a Life

Hello Ben,

My name is Alicia Howard. I work for Sierra Electronics, a Reno based electronics company that supplies and services electronics in the northern Nevada area. I'm reaching out to see if you'd be interested in covering a story surrounding lifesaving electronics sold by Sierra Electronics such as Motorola digital radios that connect airports, schools, stadiums, and more all with the click of a button.

Security teams rely heavily on this quick communication in case of emergencies and in the era of mass shootings becoming a monthly occurrence, things such as digital radios provide instant, reliable communications to specific groups or individuals that could end up saving lives. Sierra Electronics provides many lifesaving electronic devices to first responders and security teams across Northern Nevada as well. The Reno police and fire departments rely heavily on technology such as body worn cameras, dispatch and consoles, and radios to keep our communities safe.

At Sierra Electronics, we carry the first and only end-to-end enterprise technology ecosystem that unifies voice, video, data and analytics on a single platform, providing people with the foundation of safety you need by addressing unique challenges.

We believe this is information worthy of being covered and relevant to the Reno community due to the Northern Nevada area having a population of close to half a million people.

Please feel free to check out our website at www.sierraelectronics.com or give us a call at (775)-359-1121 for more information. I will follow up with you in the next three days to check on your interest.

Thank you for your consideration,

Alicia Howard
Sierra Electronics

To: Amy Alonzo, RGJ
Subject: Sierra Electronics, Body Cam Story

Hello Amy,

My name is Alicia Howard. I work for Sierra Electronics, a Reno based electronics company that supplies and services electronics in the northern Nevada area. I'm reaching out to see if you'd be interested in covering a story surrounding the topic of Police body camera footage. In the United States, 100% of on-duty police officers are required to wear them. I believe this story would be of great interest due to the recent media interest in police violence during arrests and renewed interest with the Chauvin/Lloyd trial and how body camera footage was relevant to the case.

At Sierra Electronics, we are very knowledgeable about body cameras and provide them to the Reno and Tahoe police departments. These cameras provide accountability and trust in the officers who wear them and the public that they serve and have become a very important part of law enforcement in the United States.

The future of first responder technology is something that Sierra Electronics is always on top of, and I think we would be a great source of information for a story along these lines.

Please feel free to check out our website at www.sierraelectronics.com or give us a call at (775)-359-1121 for more information. I will follow up with you in the next three days to check on your interest.

Thank you for your consideration,

Alicia Howard
Sierra Electronics