



# HAKATA DAIMARU DEPARTMENT

## Boosting Emergency Disaster Responses with WAVE PTX Push-to-Talk Service and TLK 100

Daimaru Fukuoka Tenjin (commonly called "Hakata Daimaru") is a department store located in Tenjin Chuo-ku, one of the busiest district in downtown Hakata Fukuoka. It is a well-loved store name with local residents since its opening in 1975, and similarly with customers when it recently expanded overseas.

In its long history of operations, Hakata Daimaru has experienced many natural disasters, including typhoons, which struck at unpredictable times, causing huge losses in property and lives.

In the 1990s, when cellular phones were not commonly used, Hakata Daimaru struggled to ensure customer safety in their stores whenever a natural disaster struck. In 2005, Hakata Daimaru experienced the devastating Fukuoka Prefecture Western Offshore Earthquake reaching 6.6 magnitude on the Richter scale, and other large-scale natural disasters over the subsequent two years.

The store recognized that having reliable and continuous communication was one of its most important requirement for its disaster recovery and emergency response capability.







## EQUIPPING EMPLOYEES WITH NATIONWIDE BROADBAND COVERAGE, DEVICES WITH CRISP AUDIO AND USER-FRIENDLY INTERFACES

DAIMARU FUKUOKA TENJIN HOLDS ITSELF TO HIGH STANDARDS IN ENSURING CUSTOMERS' SAFETY IS PRIORITIZED IN AN EMERGENCY SITUATION



At first, Hakata Daimaru adopted a basic radio solution. But the audio quality was poor, and made the situation even more stressful to manage. After searching for a suitable solution for many years, they finally found Motorola Solutions' WAVE PTX broadband push-to-talk radio TLK 100 at a local exhibition in the summer of 2019. The store thoroughly tested the radio for 10 days and decided to introduce it on a full-scale operation in September 2019.

The TLK 100 radio provides clear audio quality without interruption or interference throughout the main atrium (an eight-storey tall building) and its east annex (a six-storey tall building), spanning a total floor area of 54,000 m<sup>2</sup>, which is almost the equivalent of the Tokyo Dome.

Many elderly customers patronize the Hakata Daimaru, and every effort is made to ensure their safety on the premises. Besides the disaster control team, the building maintenance contractor and security guards at the luxury brand boutiques located inside the buildings are also using the TLK 100 radios. Its wide-area deployment cover "HAMACROSS411", which is an affiliated commercial complex located in Nagasaki, located over 100 kilometers away from Hakata Daimaru.

Koji Kuwaba explained, "As the principal base, Hakata Daimaru is required to implement disaster control capabilities across the entire footprint of its operations." "The extensive coverage provided by the broadband network and TLK 100 ensure it has a disaster control measure that it can count on.



**KOJI KUBAWA**  
Head of Security

### STAYING CONNECTED WITH CRISP & CLEAR AUDIO, ACCOUNTING FOR EVERY EMPLOYEE WITH WIRELESS CONNECTIVITY AND LOCATION INFORMATION

The TLK 100 radio wowed me with its uninterrupted and clear audio," said Koji Kuwaba, head of security. When they were using their previous simple radio, there were some dead spots within the buildings, hindering communication between radio users.

He continued, "This new radio offers easy push-to-talk operation and its audio quality is really impressive. Professional radio users, such as retirees from the fire and police departments responsible for disaster rescue and crime prevention, were also impressed by the TLK 100's superior features, giving positive ratings for its "light weight, easy operation, and audio clarity."

When asked about its simple design that comes without a display screen, he said it was not an issue. The TLK 100 radio improved the focus on voice communications without the distraction of the screen.

# READY FOR EVERY SCENARIO, AT ANY TIME AND FROM ANYWHERE



## WAVE PTX WIRELESS SERVICE COMBINED WITH TLK 100 RADIO

THE BENEFITS OF WAVE APP WITH A RUGGED  
RADIO ON A NATIONWIDE NETWORK.

Up and running in less than 24 hours, and with LTE network, connections are made faster and more reliably.



EASY TO USE  
AND MANAGE



BUILT FOR  
THE JOB



NATIONWIDE  
PUSH-TO-TALK

## EFFECTIVE DISASTER RESPONSE CAPABILITY

RELIABLE RADIO COVERAGE AT THE PUSH OF A PTT BUTTON

Daimaru Fukuoka Tenjin is dedicated to provide an exemplary store experience to their customers. Their customer-first attitude has been highly praised by its group of companies. During a store visit, the executives of an affiliated company heard about their successful efforts to ensure high standards in their security and disaster responses. They learned about the benefits of TLK 100s and became interested to deploy the same communication system.

Motorola Solutions' radios have earned the trust of emergency response and disaster control professionals over many decades. More than ever before, businesses in Japan today face the challenges of frequent natural disasters.

Motorola Solutions' offering will support Daimaru Fukuoka Tenjin's continuous efforts to improve the effectiveness of its emergency response and reliability of communications in the event of a disaster.

Although the TLK 100 radio has the industry's best battery life, Hakata Daimaru's expectation to stay on top of its customer safety is relentless. Koji Kuwaba commented, "Currently, the radio battery lasts 18 hours which is really useful for long work shifts. In an emergency, a much longer battery life would provide us with longer operating hours, and greater confidence in coordinating communications key to ensuring the safety of our customers and employees."

"The WAVE PTX radio can be used to interoperate with any compatible two-way radio systems and smartphones. Even after introducing TLK 100, we continue to charge up our fleet of Motorola's basic radios as a backup, so they are ready for immediate use in case of an emergency," he said.

**The Daimaru group operates a total of 20 stores in Japan - 11 are their own stores and 9 are affiliates. Thanks to the reliable WAVE PTX nationwide network coverage and TLK 100 broadband radios, Daimaru is able to bridge multiple stores across the entire country without the need to setup or maintain a complicated infrastructure.**

**The instant connection and communication capability remains a fundamental aspect of the Daimaru group's effective disaster preparedness and measures.**



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