

Zetron to Showcase Upcoming Critical Communications Product Releases at IWCE 2023

Zetron is also hosting the IWCE Welcome Reception on March 29th

Las Vegas, Nevada – March 27, 2023 – Zetron, a global leader in [integrated mission critical communications](#) technology, today announced it will be demonstrating capabilities from new releases of its MAX Call Taking, MAX Dispatch and MAX Fire Station Alerting solutions this week in the IWCE 2023 Expo Hall on March 29 and 30 at the Las Vegas Convention Center, North Hall (USA). In addition, Zetron will co-host the IWCE Welcome Reception, open to all 5,000 plus attendees on the Expo Floor on Wednesday, March 29 from 4:30 PM – 6:00 PM.

"After years of IWCE being hindered by the pandemic, we are excited to be back in full force in 2023," said Jim Shulkin, Vice President, Global Marketing for Zetron. "Fresh off a company [rebranding](#), a key [acquisition](#), [two customer](#) announcements demonstrating how we're leading innovation in MC-PTT technology and services across markets, and just ahead of three product releases, Zetron has fantastic momentum heading into the conference. We're looking forward to sharing new developments with customers, partners, and the global critical communications community this week as IWCE returns to pre-pandemic form."

Previewing New Product Releases

During the two day exhibits portion of IWCE, attendees can preview the upcoming releases of MAX Dispatch and MAX Fire Station Alerting v5.10, which will be generally available shortly after IWCE. Key new features include robust action stacks automation, conditional failure handling, and enhanced manual alerting workflow capabilities.

Zetron will also be showcasing features of the new MAX Call Taking v4.3 release, which is scheduled to be made generally available the same week as IWCE. Features of the MAX Call Taking 4.3 release include certification to Comtech's Next Generation Core Services (NGCS) 2.1.1, new Text-to-911 print capabilities, priority requeue upon console IP loss, and ADR Auto-Rebid.



Zetron solution experts will be available to provide more information, demonstrations, and to answer questions on all solutions in the Zetron booth in the Expo Hall.

Live “Flash Demos” on Tap at the Zetron Booth (#1835)

Zetron’s always-popular Flash Demos will be back, where attendees can learn about a variety of critical communications topics in a concentrated sub-five minute session. Zetron’s in-booth Flash Demo schedule for each day (March 29 and 30) includes:

- 11:00 a.m. - A smooth transition to NG9-1-1 for telecommunicators
- 1:00 p.m. - The next generation of mountaintop land mobile radio
- 2:30 p.m. - Fully integrated fire station alerting, dispatch and land mobile radio for uninterrupted emergency communications
- 3:30 p.m. - MC-PTT, the future of interoperability in command and control

Zetron Partner Meetings

Existing Zetron partners attending IWCE are invited to schedule on-site meetings with Zetron [here](#).

About Zetron

[Zetron](#) is a leading provider of communications technology and services that help save lives and enable critical operations. Zetron solutions are highly interoperable, configurable, and scalable, offering unrivaled choice, flexibility, and value. Our customers are located on all seven continents and across a variety of industries, including public safety, federal government, transportation, utilities, natural resources and more. With an exceptional reputation for high quality and reliability earned over decades of experience serving both public and private sectors, Zetron delivers solutions that are purpose-built to be always on, always ready — anywhere that uninterrupted mission critical communications are non-negotiable. For more information visit: www.zetron.com, join us on [LinkedIn](#), or follow us on [Twitter](#) @ZetronInc.

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