



4 CHANNELS

14 HOURS BATTERY LIFE

PC CUSTOMIZE TO YOUR NEEDS

INCLUDES
EAR WRAP HEADSET



BR180 - QUICK, EASY, AFFORDABLE

Designed for restaurants and retail, this attractive two-way radio will keep your business at its peak performance. Whether you are checking in a guest or checking on inventory, the BR180 can help you get the answers you need quickly and easily, without breaking the bank.

PACKED WITH PERFORMANCE

Weighing in at only 4.5 ounces, this small and lightweight radio is packed with performance. The 1-watt transmitter has enough power to provide you with crystal clear communication without overpowering your neighbors. Plus, you get the advantage of using frequencies designated just for businesses. This means that others using consumer grade FRS radios cannot eavesdrop on your business conversations.

Keep your customers and staff safe with the **NOAA Weather Alert** feature. The BR180 can let you know when severe storms or other civil emergencies are coming your way, allowing you to take immediate action.

READY TO GO TO WORK

The BR180 comes with everything you need to start recovering your investment from day one. It has a powerful 1800 mAh rechargeable Li-ion battery pack that will keep your team talking all day. An Ear Wrap headset allows for comfort, convenience and safety. While the holster makes it easy to clip on and off to your pocket or belt when needed. The BR180 is pre-programmed to the four most popular frequencies used by on-site business radios in this class, making it compatible right out of the box.

Choose from either the single pack kit with a rapid charger or the multi-pack bundle kit that can rapid charge up to 6 radios and 6 spare batteries (not included) from a single AC outlet.

CUSTOMIZE IT

The BR180 is pre-programmed and ready to go to work, but it is easily customizable to your specific needs as well. You can change channel assignments for frequency and privacy codes using the FREE programming software on your PC, or through the special Keypad Programming option. You can easily transfer the programming from one radio to another with the Radio to Radio cloning feature.

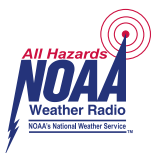
Don't need all four channels?

The BR180 makes it easy to convert to a 1, 2, or 3 channel radio based off of your needs. Just set the programming for unwanted channels to "none" and the radio will only operate on channels you allow.

IMPROVE EFFICIENCY & CONTROL COSTS

Using business band two-way radios has been proven to enhance team work and drive efficiency, saving you both time and money. Just recovering 5 minutes an hour in lost time searching for a co-worker can add up to over \$30,000¹ a year in increased productivity. Unlike other technologies, there are no service contracts or monthly fees. A small one-time investment will keep your team on track and your business moving with the BR180 from Midland.

¹ Based on 12 employees at \$15 per hour



BR180 ON-STIE BUSINESS RADIO

FEATURES

- 1 Watt Transmit Power
- 4 Pre-Programmed Channels
- Up To 14 Hours Battery Life
- 99 Business Specific Frequencies
- 142 Privacy Codes
- NOAA Weather Alert
- Battery Gauge with Low Battery Alert
- Battery Save Mode
- Keypad Lock
- Scan and Monitor
- Easy PC Programmable
- Keypad Programming
- Radio To Radio Cloning
- Rapid Recharge
- Headset Accessory Jack
- VOX - Hands Free Transmission
- 5 Call Tones or Silent Alert
- Vibrate Alert
- Limited Two Year Warranty



INCLUDES EAR WRAP HEADSET



WHAT'S IN THE BOX: Business Radio • Holster • Ear Wrap Headset • Rechargeable 1800 mAh Li-Ion Battery Pack • Lanyard • Dual Desktop Charger • AC Adapter • Owner's Manual.



Up to 15 floors indoor range*

Covers up to 200,000 sq. ft.*



*Coverage will vary based on your operating conditions.



BR180X6BGC

BR180 6-Radio Pack with Multi-Unit Charger
2nd slot batteries not included



RESTAURANTS



RETAIL STORES



SMALL BUSINESS



SMALL HOTELS



PLACES OF WORSHIP



EDUCATION

OPTIONAL ACCESSORIES

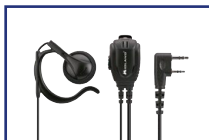
BA1

USB Programming Cable



BA2

Ear Wrap Headset



BA3

Concealed Headset



BA4

Shoulder Speaker Mic



BATT18L

Replacement Battery



BGC180

Multi-Unit Charger

