



Communications in the extreme...

Servicom are extremely proud to be partners for Jaguar Land Rover offering their Experience Ice Academy Sweden.

Working together with JLR's course providers Zerotwonine GmbH Servicom are the communications heart behind the experience; the radio network for instruction, communication and safety.

Operating from Arjeplog in Swedish Lapland; almost at the edge of the world and heading out towards the Arctic Circle. Using some of the most advanced vehicles on offer, Jaguar F-TYPE, F-PACE, Range Rover Sport and Range Rover Velar, this is a place where new adventures are made for those seeking the adrenaline rush of the extreme.

The Ice driving events are staged over 3 or 4 days and form the perfect introduction to the thrilling art of ice driving. Tailored for the enthusiast who demands the highest quality organisation wrapped up in high adventure these experiences test their limits over the customised ice tracks. Here they will learn the art of drifting and power sliding under full control on a frozen lake.

For Servicom keeping JLR's VIP guest safe and secure in this potentially hostile environment is paramount.

The communication system built for this application by Servicom is fully specified to handle the worst that the extreme environment can throw at it. There's no additional infrastructure required for the coverage as the Motorola MOTOTRBO digital radios deployed here connect using "direct mode". Unlike hand held radio units in this past this doesn't mean it's just one open channel for all! The radios used have digital channel segregation allowing for user group control and emergency priority features. The teams in and outside of the vehicles are able to handle quick transitions maintaining safety at all times and a fabulous customer experience.

The communication system extends its capabilities to providing support for the other activities that are available at the centres such as Husky sled rides and Snowmobiles safari adventures. The system also supports the Arctic Circle drive which takes the visitors out further in to the wilderness. Temperatures in Arjeplog in January fall as low as -18c; a life threatening environment without proper planning and support. Servicom's radio equipment is certified to operate in these harsh temperatures and can be relied upon to be part of the survival package when required.

Everywhere on Earth

The Ice Driving experience puts the wild under the wheels of Jaguar Land Rover's cars; bringing together power and absolute technical excellence in a extreme environment. With over three million digital radio units worldwide Servicom are proud to be bringing them to this unique location.



SERVICOM (HIGH TECH) LTD
 Unit 8, The i.o Centre, Nash Road, Park Farm North,
 Redditch, Worcestershire B98 7AS
www.servicom.co.uk | +44 (0)1527 510800