



## WALKIE TALKIE VS INSTANT MESSAGING APPS

With governments' continuing to push smart nation initiatives mostly centered around smartphone ecosystems development, instant messaging is being viewed to be replacing walkie talkies as a communication tool.

With instant messaging apps like WhatsApp and WeChat that enable group communications, consumers are wondering if walkie talkies are still relevant, and we would like to share our perspective on this hot talking point from a company specializing in the communications system standpoint.

Over our 40 years working with clients to develop and set up communication infrastructures, we have identified key differences between walkie talkies and instant messaging to support the stance that walkie talkies are still very hard to replace in today's climate. Here are some of our observations for sharing:



### ✓ WALKIE TALKIES ARE PURPOSE-BUILT

**Walkie talkies have physical features that enable quick and instant communications efficiently. For example, the physical Push-To-Talk (PTT) button allows users to have a tactile feel effect while talking to members in the group.**

In contrast, instant messaging requires users to unlock their device and navigate to the app before talking. This is a cumbersome process especially when communication a) require instant reply, and b) ease of handling (with one hand vs two).

Walkie talkies are also built with robust, durable materials such as commercial-grade polycarbonate, allowing users to communicate in extreme conditions, this is rare for electronics that run instant messaging apps devices.



### ✓ STRICTER SAFETY STANDARDS

**Walkie talkies that are licensed for commercial use have to pass strict safety standards set by local authorities. These standards do not apply to devices commonly used with instant messaging apps. The Military Standards on the walkies known for rough use and withstanding droppage has also widely recognized by many users.**

The confidence that users have that they are never out of touch with their group gives a much needed peace of mind. Employers who have an obligation to provide their employees with good work tools are also extended the same benefit.



### ✓ MORE RELIABLE CONNECTION

**Walkie talkie signals broadcasted reliably over a wide area, even in areas with harsh networking conditions (underground tunnels, remote locations etc.).**

Instant messaging apps do not come with hardware at this level and as such will only work well in perfect conditions (think about the last time you faced bad reception/audio during a call).



### ✓ LONGER BATTERY LIFE

**Walkie talkie batteries are rated for high voltage outputs (Higher Capacity) and comes with proper pocket or desktop charger.**

The ease of removing the batteries to be charged separately also benefited over instant messaging devices which mostly comes with build-in batteries.



### ✓ SUPERIOR AUDIO LEVEL

**Walkie Talkie has rated audio speaker and microphone build-in for use in different ambient environment.**

Whereas using phone application, recorded voice messages tends to be softer especially in noisy environment. At times, replaying voice messages is unavoidable thus, time is wasted and inefficient.

