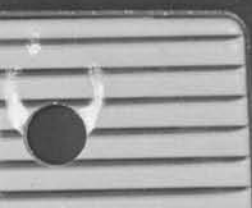




MASTR
CUSTOM
MVP

**the high-
performance,
sensibly-priced
mobile radio**



the missing piece in the mobile radio picture

Whether you're running a business or a public service, the high cost of capital equipment, maintenance, fuel and manpower is forcing you to look for ways to hold down costs and improve productivity.

Mobile radio is one of the most effective ways to do both.

With mobile radio you can handle a bigger workload because you can schedule vehicles and personnel more effectively. There'll be less wasted mileage, less unproductive work time. Also, with two-way mobile radio, three vehicles can do the same amount of work that four do without it.

Imagine what that kind of savings all of this can mean to your operation!

Until now, there's been a piece missing in the mobile radio picture. Business and public service decision makers have had to choose between expensive, elaborate, multi-function radios designed for more sophisticated systems or low-cost marginal designs unsuited to their needs.

No longer. Now General Electric has designed a mobile radio specifically for the many buyers facing this dilemma . . . the Custom MVP . . . the missing piece in the mobile radio picture.





GE MASTR Custom MVP...

superior performance and quality at a sensible price

The Custom MVP mobile radio is a hard-working, dependable radio that meets the communications needs of most business and public service operations . . . at a price much lower than you'd expect.

Don't get the idea that we cut corners in designing this radio. The Custom MVP uses the most advanced technology and engineering concepts known. It includes many of the same components and features used in our more expensive radios, assuring famous General Electric quality and reliability. Take a look at the features and performance we packed into the Custom MVP!

The best receiver in its price range. That's a strong statement, but we can back it up. In fact, the receiver in the Custom MVP outperforms receivers in radios costing hundreds of dollars more. Together with the large external speaker, this radio delivers outstanding hear-ability.

All solid state construction with integrated circuits for longer, trouble-free operation.

Rugged mechanical design meets the toughest industry and government vibration tests, you can rely on the Custom MVP radio under virtually any condition — from logging roads to concrete mix trucks. Performs in temperature extremes ranging from -30°C to $+60^{\circ}\text{C}$.

Plug-in transistorized microphone allows you to quickly remove the microphone without taking the radio out of service.

- **Quick and easy to install**
- **25 watts RF power output**
- **Covers all bands: Low, High and UHF**
- **Four-frequency capability**
- **3 watts, low-distortion, unmuffled audio**
- **Adjustable power output**
- **Broadband transmitter power amplifiers require no tuning**





the Custom MVP base station

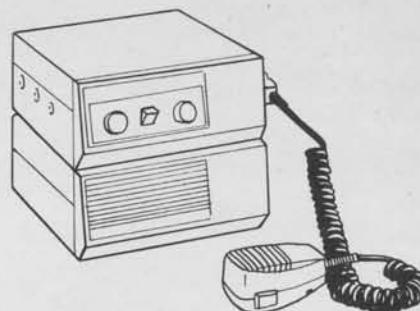


The Custom MVP mobile radio may be quickly converted into a handsome desk-top base station or repeater control station by the addition of a station power supply/speaker assembly. Whether mounted side-by-side or stacked (as shown), this stylish station will complement any office decor.

options

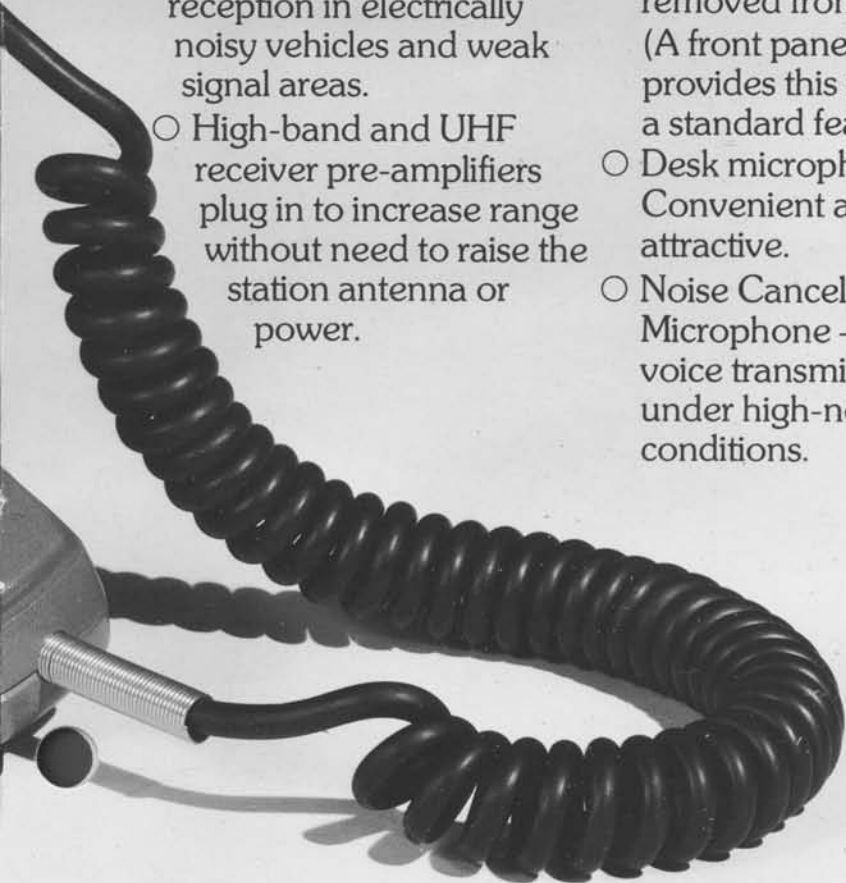
- You can specify one, two, three or four-channel operation without increasing package size.
- Low-band and high-band noise blankers plug in to improve reception in electrically noisy vehicles and weak signal areas.
- High-band and UHF receiver pre-amplifiers plug in to increase range without need to raise the station antenna or power.
- Carrier Control Timer — Adjustable from 30 seconds to 3 minutes to prevent inadvertent lock-up of a radio channel or system.
- Channel-Guard — This totally solid-state GE tone-coded squelch system eliminates the nuisance of listening to others sharing a common radio channel.
- Mobile or station handset and hookswitch — Plugs in in place of palm-type mike when user desires listening privacy.
- Automatic Channel Guard Monitor — Defeats Channel Guard when mobile microphone or handset is removed from its hanger. (A front panel switch also provides this function as a standard feature.)
- Desk microphone — Convenient and attractive.
- Noise Cancelling Microphone — Improves voice transmission clarity under high-noise conditions.

- Universal Tone Jack — Provides convenient interface for many tone encoder and decoder accessories.
- Multi-position Mount Bracket — Fastens to standard multi-position bracket to multiply installation versatility.
- Universal A-C Power Supply for worldwide applications provides 50/60 Hz operation in various steps from 100 to 247 VAC.



installation

The Custom MVP mobile is a compact, light-weight unit, weighing only eight pounds. It can be installed quickly and easily, on the vehicle hump, underneath the dashboard or even overhead.





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GENERAL  ELECTRIC