

MOVING WIRELESS FORWARD®



The Buzz at Mobile Mark is All About NEW – New CEO, New Products, New Year

Mobile Mark, Inc. Passes the Torch

Last year, 2024, was particularly memorable for Mobile Mark. In July Mobile Mark celebrated its 40th Anniversary in part by paying tribute to Irv Sylvan, founder of Mobile Mark, Inc. Irv started a vision of wireless communication that would be second to none built around the core value of people who value each other and shared Irv's vision. In 1994, an engineer joined Mobile Mark, bringing his enthusiasm and vision for wireless innovation, a critical component in every organization. Michael Berry's effort was noticed, and in 2009 became Mobile Mark's next President & CEO. His dedication and leadership took the company to new heights and into a new location in Itasca, Illinois, where the global headquarters remains today.

Over the last fifteen (15) years, Michael has embodied Irv's vision and has done so much, adding key talent to the team and expanding Mobile Mark's International reach. More recently, he has shown strong leadership during COVID-19, leading us to achieve ISO 9001:2015 compliance. Michael leaves Mobile Mark, positioned for even more significant accomplishments in the future. Accepting the baton from Michael and continuing Irv's legacy, Mobile Mark welcomes Robert Johnson as Mobile Mark, Inc.'s next President & CEO on **January 1, 2025**. Robert was the General Manager of Anritsu and has an accomplished background in telecommunication and automotive industries. He is adept in Smart City, IoT, and other various wireless technologies, and savvy with international marketing. Learn more about Robert Johnson at www.mobilemark.com, or select: [Robert Johnson](#).

From Across the Pond – Our European Office



Mobile Mark is at the forefront of antenna technology with 40 years of engineering excellence. Our products are at the forefront of technology in part because of our ISO assessment and compliance in our manufacturing processes. We are excited to say, we recently passed another audit and the team is ready for 2025 and beyond. Did you catch our social posting on our solutions for SMART Highways and a new product family, the SM Series, comprised of twenty products? Just think, if this is how we close a year, just wait to see what's coming this year.

10K Items Ready to ship – Updated Offering

Last quarter, we posted a new product list of over 10,000 products **ready to ship** on the Mobile Mark website. This update features many products with improved product descriptions and technical attributes. With an expanded assortment of antennas, mounts, and accessories, each **ready to ship** – the next day. The list is updated regularly, so visit our website for current offerings, or select: [Ready-To-Ship](#).

We Asked, You Told, We Listened

You already know Mobile Mark is dedicated to “Moving Wireless Forward®”, we’ve been around for forty years, have product lead times of only two weeks, and are experts in customization. However, what you may not know is our success is due to listening to you.

In 2024, we conducted two (2) short customer surveys to hear directly from you about what we do well and areas for improvement. The survey scored higher than the industry average for emails. Response rates, engagement, and actual open-form comments are above the industry norm providing us with ample data to review. Thank you! So, how did we do? You told us that our overall value, pricing, and product quality are on point, exceeding expectations, and that you appreciate that we design and manufacture our products. Also, our sales team has built strong relationships with you and often helps you with projects and questions. Together, delivering unmatched customer value. On the other hand, we need to accelerate our new product development and communicate better that Comtelco is a family brand of Mobile Mark. We will continue with our semi-annual surveys and value your input. If you didn’t respond in December, please do so in our Q1 survey. Help us to help you. Thank you!

The Time is Now and Comtelco is Ready

It is a new year, and it is time to proactively seek projects within government agencies and organizations working on federally funded projects. Since 1982, Comtelco antennas have established a long history of success, a solid reputation, and dedication to its customers by providing high-quality antenna solutions for the Land Mobile Radio industry. The Comtelco brand has continued to evolve, offering reliability, high-performance antennas, and value to our customers, specifically those in public safety and law enforcement. Since 2017, Comtelco has proudly been a Family Brand of Mobile Mark, Inc. Tested and Trusted for more than forty years, ready and able to perform when communications mean life and death.

Mobile Mark – Online, Anytime, Anywhere Webinar

Last quarter, we briefly discussed the exciting changes happening with our Mobile Mark eCommerce store. In November, we held a Webinar to help you become more familiar with the site. The session had a strong attendance, and we were overwhelmed with the active engagement, feedback, and lengthy Q&A session. Thank You! Based on the webinar in December, we made improvements to the site, including more training and additional products, now totaling nearly two hundred. Customization options are also available, but that’s not all. More to come in Q1 of 2025, so be on the lookout.

Engineering Know How – Shared

Obviously advanced technology and quality products have a significant impact on connectivity and performance, but that’s only the half of it. You have a significant role yourself. Last quarter, Mobile Mark posted several white papers explaining how utilizing unique products, combined with some know-how, can make all the difference. Specifically, there were articles on Diplexer and Triplexer applications. In addition to the latest release, “Optimizing Antenna Performance: A Comprehensive Guide to Stacking Yagi Antennas”, these insights are more meaningful because you can do them yourself in the field, making your installations and projects more successful and increasing your expertise. These are just two (2) examples of how Mobile Mark builds strong partnerships, has knowledge, experience, and expertise, and moreover, willingness to share it freely. Mobile Mark, “Moving Wireless Forward®”.

For More Information, Call Us or Visit Us Online

Coming Q1, 2025

- Trade Shows
 - IWCE - Las Vegas, Nevada
 - Distributech - Dallas, Texas
 - Channel Partners - Las Vegas, Nevada
- More Match Up Guides and New Router & Gateway additions