

# North America Push to Talk Market (2019-2025)

<https://marketpublishers.com/r/N16AA1116840EN.html>

Date: January 2020

Pages: 113

Price: US\$ 1,500.00 (Single User License)

ID: N16AA1116840EN

## Abstracts

The North America Push to Talk Market would witness market growth of 8.8% CAGR during the forecast period (2019-2025).

Entrepreneurial decisions tend to narrow down to achieving maximum efficiency with saving dollars and cents. This tendency pushes most of the industries to instigate a transmission from land-mobile-radio (LMR) to push-to-talk over cellular systems. The instigation can ensure effective communication throughout the business hierarchy. PTT over cellular devices provides a combination of user-friendliness of a walkie talkie and advanced features. The features usually include GPS, IP-based interoperability, auto-pairing, among many others, which handles business-critical operations like group messaging, mobile workforce management, valet offerings, fleet management, room services, and so forth. PTT technology can transmute multilevel-muted communication processes such as person-to-group, person-to-person, and group-to-group. This has provided the technology with a prominent position in various industries.

The most recent evolution in push-to-talk technology, since its inception, is the integration of web-based software applications. The telecom industry has witnessed developments in LTE networks, which has encouraged various service providers to deliver PTT-enabled mobile devices to leverage commercial networks. The penetration of smartphones and wireless devices has witnessed a market rise, which also motivated the PTT technology with LTE networks to draw new tangents for facilitating effective communication. This has been especially helpful in environments where coordination among departments in the stipulated time is crucial. Nevertheless, as various countries still impose apprehensions towards the adoption of the Internet and the same being the mere requirement for setting up a PTT network is projected to slow down the adoption of these solutions.

Based on Component, the market is segmented into Hardware, Solutions and Services.

Based on Network Type, the market is segmented into Land Mobile Radio and Cellular. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on Industry Vertical, the market is segmented into Public Safety, Transportation & Logistics, Construction, Manufacturing, Government & Defense, Travel & Hospitality, Commercial and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include AT&T, Inc., Ericsson AB, Motorola Solutions, Inc., Qualcomm, Inc., Zebra Technologies Corporation, Verizon Communications, Inc., Sprint Corporation (Softbank Group), Azetti Networks AG, Kyocera Corporation, Zello, Inc., and BCE, Inc.

## **SCOPE OF THE STUDY**

Market Segmentation:

By Component

Hardware

Solutions

Services

By Network Type

Land Mobile Radio

Cellular

By Organization Size

Large Enterprises

Small & Medium-Sized Enterprises

## By Industry Vertical

Public Safety

Transportation & Logistics

Construction

Manufacturing

Government & Defense

Travel & Hospitality

Commercial

Others

## By Country

US

Canada

Mexico

Rest of North America

## Companies Profiled

AT&T, Inc.

Ericsson AB

Motorola Solutions, Inc.

Qualcomm, Inc.

Zebra Technologies Corporation

Verizon Communications, Inc.

Sprint Corporation (SoftBank Group)

Azetti Networks AG

Kyocera Corporation

Zello, Inc.

BCE, Inc.

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