



# Inrico Enhances Security Communication System at ICONSIAM, Ensuring Seamless Coordination Across Bangkok’s Premier Landmark

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Located on the banks of the Chao Phraya River, ICONSIAM is one of Asia’s most iconic integrated developments, spanning 750,000 square meters with 500,000 square meters dedicated to luxury retail. The complex includes multi-level shopping zones, riverside parks, art spaces, and residential towers, attracting over 60,000 visitors daily and more than 150,000 during peak holidays. With such high visitor volume and a complex physical layout, ICONSIAM’s security operations required a major communication system upgrade to improve coordination, coverage, and emergency responsiveness.

## Challenge



- 1. Complex Spatial Management**  
The 8-story retail complex and 2-kilometer riverfront area included over 40 known communication blind spots, particularly in underground parking areas and enclosed art galleries.
- 2. Multi-Stakeholder Coordination**  
The daily operation involved real-time collaboration among over 500 security personnel, 1,200 tenants, and external emergency services.
- 3. Infrastructure Limitations**  
The existing communication infrastructure could not deliver full coverage, nor did it support multimedia command or emergency automation. Additionally, the mall had an established DMR system, requiring any new solution to integrate with legacy equipment seamlessly.



## Solution

Inrico provided a robust, future-ready communication upgrade for ICONSIAM’s professional security team. The solution combined T320 professional PoC intercom terminals with DR10 converged communication gateways, delivering seamless integration, intelligent dispatch, and multimedia command capabilities.

### • Full-Coverage Communication without Additional Infrastructure

By deploying the Inrico Communication Platform, ICONSIAM achieved full wireless coverage across all operational zones—from basement B3 to rooftop gardens—without installing any new repeaters. This eliminated common dead zones and ensured uninterrupted communication in high-traffic areas during peak operational hours.

### • Seamless Interoperability via DR10 Gateway

The DR10 gateway enabled real-time interoperability between Inrico’s T320 PoC devices and ICONSIAM’s existing DMR radios. This hybrid setup maximized the use of existing infrastructure, allowing gradual system upgrades without disrupting ongoing security workflows. The gateway also ensured synchronized communication across all devices, both legacy and new.

### • Intelligent Command and Emergency Response

The upgraded system introduced multimedia functions such as video calls, geofencing, and voice recording, enabling a more dynamic and situationally aware command center. T320 terminals support intelligent emergency features including one-click SOS alarms, lone worker alerts, and man-down detection, enabling timely response during incidents and enhancing personnel safety.

## Result and Value

### • Cost-Effective Modernization

Through the DR10 gateway, ICONSIAM achieved 100% integration with its legacy DMR system, avoiding costly equipment replacement. Eliminating the need for additional repeaters reduced infrastructure costs by 40% compared to traditional solutions.

### • Seamless Operational Continuity

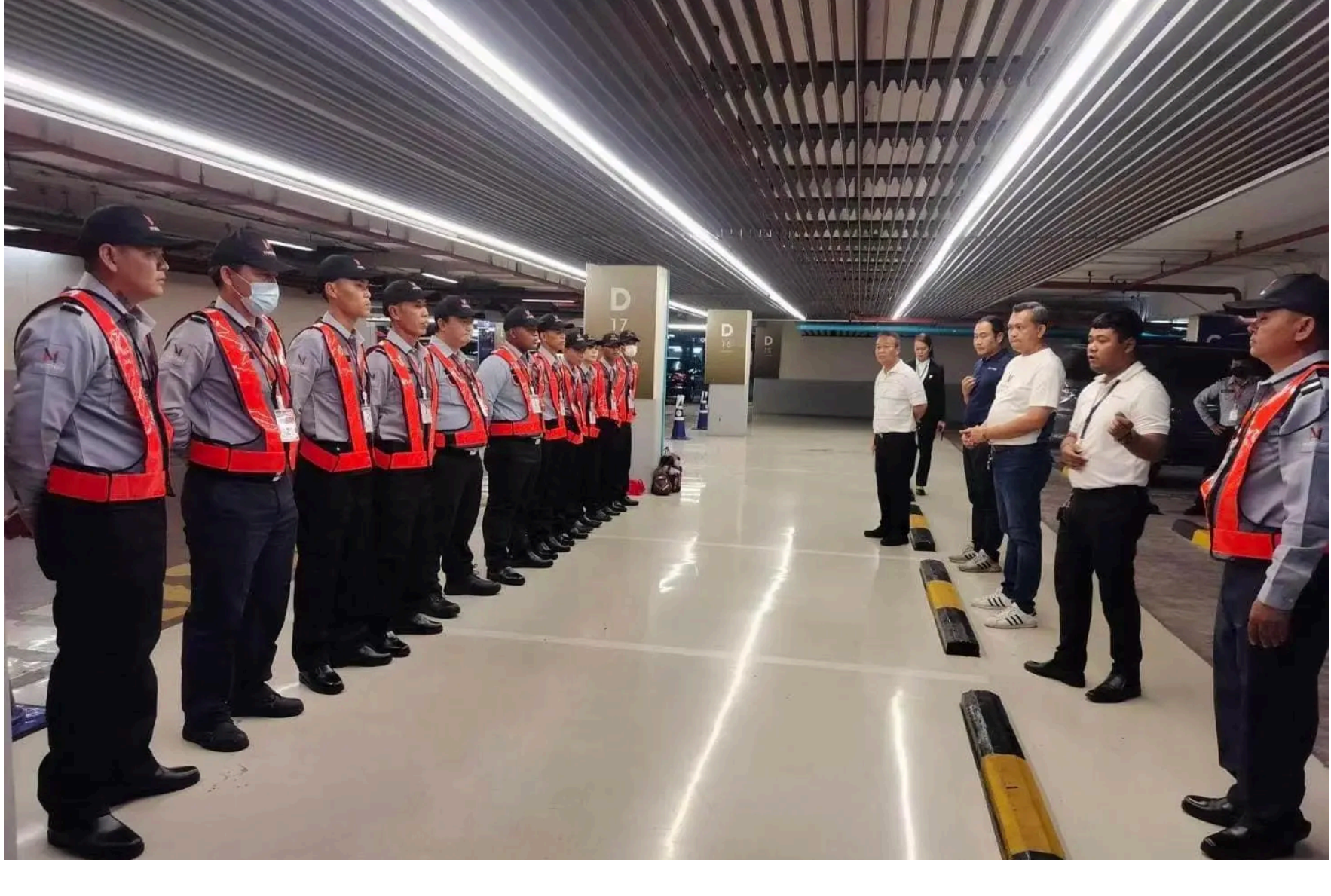
The system preserved existing operational workflows while unlocking advanced PoC capabilities. The security team maintained 24/7 cross-system communication throughout the phased upgrade process.

### • Future-Ready Scalability

DR10 gateways support expansion across 5G, LTE, and DMR networks, preparing ICONSIAM for future communication needs. The T320 devices support over-the-air (OTA) updates, allowing feature enhancements without hardware replacement.

### • Mission-Critical Reliability

Communication remained stable and uninterrupted across the entire 750,000m<sup>2</sup> facility, even during peak traffic events with over 150,000 visitors. All hardware deployed was industrial-grade, designed to withstand extreme environmental conditions, including 55°C rooftop heat and 90% riverfront humidity.



With Inrico’s advanced communication solution, ICONSIAM now operates with enhanced coordination, faster emergency response, and a scalable system ready to meet the evolving demands of one of Asia’s most dynamic commercial destinations.