

# Inrico Continues to Safeguard Shenzhen Marathon with Mission-Critical Communications

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*Reliable, real-time communications ensure safe, efficient operations across the 42.195 km racecourse*



Shenzhen, China – December — The Shenzhen Marathon, one of China's largest and most prestigious road races, successfully welcomed nearly 30,000 runners from around the world this year. Behind the scenes of the 42.195-kilometer race, a complex command, coordination, and safety operation ran continuously to ensure the event’s smooth execution. For the third consecutive year, Inrico served as the official provider of mission-critical communication support for the Shenzhen Marathon.

This year's event presented additional operational challenges, as the Shenzhen Marathon and the Paralympic Marathon were held concurrently on the same day. Inrico once again delivered stable, real-time, and highly reliable communications to support all aspects of event operations, including race command, safety management, medical response, referee coordination, and shuttle services.

With personnel distributed across multiple zones along the entire course, the marathon placed stringent demands on coverage, dispatch efficiency, and system reliability. By integrating Inrico's Push-to-Talk over Cellular (PoC) radios with existing narrowband radio systems, organizers achieved seamless wide-area connectivity and efficient command-and-control, ensuring secure and uninterrupted race operations.

## Seven Dedicated Communication Groups Enable Efficient Coordination

To support the event's complex operational structure, Inrico established seven dedicated communication groups, covering the command center, organizing committee, referees, medical and emergency services, Shenzhen Marathon staff, shuttle operations, and the Paralympic Marathon team. Each group operated on an independent channel, eliminating interference and enabling instant, one-to-many communication with a single device and a single command.

## Over 7,000 Calls Completed with Zero Failures

Throughout the marathon, Inrico's communication system operated under sustained high load with zero errors or outages. On race day alone, more than 7,000 voice calls and dispatch commands were completed using Inrico devices, supporting:

- Rapid medical response and real-time reporting of on-course conditions
- Instant coordination among referees and precise execution of shuttle operations
- Immediate dispatch and response to emergency situations

Every transmission was clear, stable, and instantaneous providing an invisible yet critical backbone for the event's success.

## Flexible Deployment and Wide Coverage for Large-Scale Events

Leveraging public-network-based integrated communications, Inrico delivered three key advantages essential for large-scale sporting events:

- Rapid Deployment: On-site communication requirements could be adjusted in real time
- Wide Coverage: Stable, end-to-end communication coverage along the entire racecourse
- Strong Emergency Response: Immediate and coordinated action in the event of incidents

For three consecutive years, Inrico has safeguarded the Shenzhen Marathon with professional, mission-critical communication solutions. Every reliable call, precise command, and timely response has contributed to the safe, efficient, and confident operation of this landmark event.

As runners demonstrated speed and endurance on the course, Inrico's communication technology worked tirelessly behind the scenes—ensuring the Shenzhen Marathon ran smoothly, securely, and without interruption.