

January 10, 2025

JVCKENWOOD USA Announces Availability of Push-to-Talk over Cellular (PoC) Handsets

JVCKENWOOD USA Corporation, Safety & Security Sector (JVCKenwood USA), is announcing the availability of Push-to-Talk over Cellular (PoC) handsets designed for enterprise and public service workers to communicate instantly over a nationwide cellular network of choice. JVCKenwood USA has partnered with Canadian developer Siyata Mobile Inc. (Nasdaq: SYTA) to offer its reliable SD7 handsets under the Kenwood brand to JVCKenwood USA channel partners and its business and organization critical customers.

Mark Jasin, Executive VP and General Manager, JVCKenwood USA Corp., commented, "We are committed to providing our channel teams and end-customers with the latest advancements in communications technology. By partnering with Siyata Mobile, we can offer Kenwood dealers and their customers push-to-talk over cellular devices. These devices have been proven to enhance communications during critical situations and improve overall operations, safety and security. We are excited to collaborate with Siyata Mobile and integrate POC into our core LMR technology portfolio."

Marc Seelenfreund, CEO of Siyata, said, "JVCKenwood is a leader in technology and communications with widespread brand recognition and a well-established distribution network of thousands of dealers across North America. Our innovative push to talk over cellular solutions are a natural fit for its leading LMR portfolio. Importantly, this collaboration enables greater reach for our devices in the U.S. and Canada and thereby broadens our opportunity to increase placements in a meaningful way."

The Kenwood Push-to-Talk over Cellular (PoC) Handsets will be on display at NRF 2025 Expo, the National Retail Federation Conference, January 12-14, 2025 at the Jacob K. Javitz Convention Center in New York City and at WoC 2025, the World of Concrete Conference, January 20-23, 2025 at the Las Vegas Convention Center in Las Vegas.

JVCKENWOOD Corp. manufactures KENWOOD and Viking analog and digital two-way radios, including DMR Tier II and P25 compliant and NEXEDGE radios that use the NXDN protocol. JVCKENWOOD provides complete turnkey system solutions for the utility, public safety, government, education, healthcare, and business and industrial markets. For more detailed information, call JVCKENWOOD at 1-800-950-5005.

Siyata Mobile Inc. is a B2B global developer and vendor of next-generation Push-To-Talk over Cellular handsets and accessories. Its portfolio of rugged PTT handsets and accessories enables first responders and enterprise workers to instantly communicate over a nationwide cellular network of choice, to increase situational awareness and save lives. Police, fire, and ambulance organizations as well as schools, utilities, security companies, hospitals, waste management companies, resorts and many other organizations use Siyata PTT handsets and accessories today. Siyata's common shares trade on the Nasdaq under the symbol "SYTA", and its warrants under the symbol "SYTAW". Visit www.siyata.net and unidencellular.com to learn more.

JVCKENWOOD USA Corporation

Communications Sector

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The logo consists of a blue triangle pointing upwards and to the right, with the word "JVCKENWOOD" written in white, bold, uppercase letters across its base.

JVCKENWOOD