

# COBRA CENTER DELIVERS SEAMLESS COMMUNICATION WITH HYTERA POC SOLUTIONS FOR L'ÉTAPE GREECE 2026.



## USER

L'Étape Greece by Tour de France



## PUBLISHED DATE

2025-2026



## MARKET SEGMENT

Other Sectors



## PRODUCT CATEGORY

Push-to-Talk over Cellular (PoC) solution, PNC360, MNC360

## THE CHALLENGE

The 150-kilometer circuit comprises numerous inaccessible and harsh terrains, including forest trails, steep uphill paths, and high-altitude mountain ascents, constituting the primary communication bottleneck of the event. Conventional communication solutions were prone to signal gaps and disconnections, creating an urgent demand for a reliable system capable of delivering uninterrupted connectivity throughout the race.

## THE SOLUTION

To address the critical pain points, Cobra Center strategically selected Hytera's LTE-powered PoC radios. The solution delivered stable, interference-free, and limitless real-time communication for all on-site terminals, achieving 100% connectivity success across the entire circuit. Cobra Center implemented a highly efficient, terrain-adapted deployment with specialized Hytera product lines tailored for complex mountainous scenarios:

**Hytera PNC360 & MNC360 PoC Radios:**  
Deployed extensively across the race circuit, these LTE-based terminals effectively overcame signal restrictions caused by Spartan mountainous landforms, ensuring seamless communication for all event staff working in harsh, obstacle-rich environments through the nationwide LTE network coverage.

Empowered by robust Hytera technology and meticulous pre-event planning, the entire communication operation ran flawlessly with zero unplanned technical issues. The full technical implementation was completed strictly in line with the pre-set plan, delivering a stable and reliable communication foundation for the event.

## THE RESULT

The effort paid by Cobra Center and Hytera achieved remarkable operational and commercial successes. The optimized communication workflow eliminated operational obstacles, enabling smooth and uninterrupted communication connectivity throughout the 150-kilometer race. Commenting on the long-term partnership, Evelina Aggeli, Marketing Executive at euZHN feelosophy, spoke highly of their collaboration with Cobra Center, "For another consecutive year, Cobra Center has served as our trusted technology partner. We sincerely appreciate their dedicated execution. Their reliable support and continuous on-site technical assistance have been pivotal to the seamless operation of L'Étape Greece 2026." The event's outstanding success also generated strong market traction. Following the release of event highlights on social media, the brand gained extensive online engagement. Numerous local enterprises initiated inquiries via phone and online channels to learn more about the professional communication equipment featured in event footage and images.

Areti Makrandreou from Cobra Center's Sales & Marketing Department concluded, "It is our great pride and honor to be the exclusive trusted partner for our clients in the professional communication sector. This precious trust stems from genuine client satisfaction and our consistent ability to meet diverse user demands. Our core commitment is to deeply understand the needs of partners and end users, so as to deliver premium-quality products and professional technical support at all times. None of these achievements would be possible without Hytera, whose cutting-edge solutions serve as a core pillar of our overall service value proposition."

### Future Development & Strategic Outlook

Building on the impeccable success of the 2026 L'Étape Greece event, Cobra Center will take this project as a proven benchmark case for the Greek market. Moving forward, the company plans to expand the application scope of Hytera's LTE and PoC solutions to more large-scale sports events and commercial activities across the region. By continuously exploring end-user demands and combining high-performance rugged hardware with top-tier technical support, Cobra Center strives to establish unified cellular PoC communication as the standard logistics solution for large-scale, complex events across Greece.