



SPEKTRUM®
Innovative Spread Spectrum Technology

AIR RADIO

QUICK REFERENCE GUIDE



Transmitter	DX4e/DX5e	DX6i	DX6	DX7s	DX8	DX9	DX18
Basics	Basic Sport Radio	6-Channel Computer Radio	6-Channel Computer Radio	7-Channel Computer Radio	8-Channel Computer Radio	9-Channel Computer Radio	18-Channel Computer Radio
Key features	Trainer function	10 Model Memory Airplane and Heli 2 position switches	250 model memory Wireless trainer link Voice alerts Built-in telemetry	20 Model Memory Airplane and Heli SD Card support Built-in telemetry	30 Model Memory Airplane, Heli and Sailplane SD Card support Built-in telemetry	250 model memory Wireless trainer link Voice alerts Built-in telemetry	250 model memory Wireless trainer link Voice alerts Built-in telemetry
Screen	N/A	128x41 pixel screen	128x41 pixel screen	192 x 96 pixel screen	128 x 64 pixel screen with backlight	192 x 96 pixel screen	192x96 pixel screen
Mixes	Elevon	2 programmable mixes	5 programmable mixes	6 programmable mixes	6 programmable mixes	10 programmable mixes	16 programmable mixes
Additional features	Servo reversing pre-set dual rates	Rolling selector user interface, ModelMatch, Servo Sync	Supports Air/Heli/Sailplane models Direct system access menu. SD card slot for updates and model transfers.	Rolling selector user interface, ModelMatch, Servo Sync, Quad bearing gimbals, 2 position switches	Rolling selector user interface, ModelMatch, Servo Sync, Quad bearing gimbals, 3 position switches	Supports Air/Heli/Sailplane models Direct system access menu SD card slot for updates and model transfers	Supports Air/Heli/Sailplane models Direct system access menu SD card slot for updates and model transfers
Target customer	Someone just starting in the hobby.	Parkflyers and sport flyers wanting the advantages of a computer radio and multi-model memory	Consumers who are looking to step up into their first computer radio and consumers who are looking for advanced features in a budget radio system	Sport flyers, casual heli pilots, and beginners who are looking for a higher end feel and quality without spending too much money	3D heli pilots, sport flyers, and sailplane pilots looking for a high end feel and advanced programming and don't see a need for more than 8 channels	The consumer that wants a quality Spektrum radio with the latest software features and upgrades. This will be fixed wing, heli and sailplane customers that want a good value, advanced technology and a genuine Spektrum product.	Flyers looking for a high-end radio. Those who fly giant scale, turbines, and other large complicated models.
Customer may be moving from	Toy grade products and RTF products	Multiple RTF transmitters	Non-computer or entry level computer radio	Older 6-7 channel systems or an entry level computer radio	Older 6-8 channel systems or an entry level computer radio	An older Spektrum 7 or 8 channel radio system	An older Spektrum 7 or 8 channel radio system or Generation 1 DX18
Customer may be looking to move up to	First four channel parkflyer	Parkflyers, warbirds, collective pitch helicopters or just expand their fleet in general	More model memory, advanced programming and voice alert system	Larger models, fuel powered models or more expensive specialty models	Collective pitch helicopters, sailplanes, warbirds or more expensive specialty models	More model memory, advanced programming and voice alert system	More model memory, advanced programming and voice alert system

CONSUMER SEGMENTATION

Beginner/Intermediate

Advanced/Pro