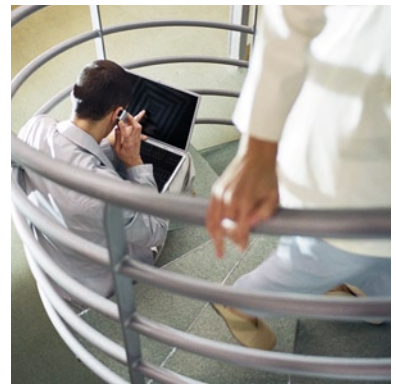


# Motorola Seamless Mobility

Services and Solutions to Connect  
Devices, Networks and Environments



# Making Seamless Mobility a Reality

How can you enhance and grow your services portfolio? Create a compelling offering that will attract and retain subscribers? Expand your business to the next dimension?

You can eliminate the boundaries that separate people from the services that fuel their work, their play and their lifestyles. You can empower your subscribers – and your business – by providing seamless connectivity to a full range of voice, data and media services ... between devices, between networks, between environments.

Motorola can show you how. And once all the barriers are down, there are no limits to how far you can go.

The power to:

- ✓ Uniquely enhance experiences for your subscribers
- ✓ Increase customer loyalty
- ✓ Increase average revenue per user
- ✓ Streamline system integration
- ✓ Enable seamless, efficient OSS/BSS integration
- ✓ Manage total cost of ownership
- ✓ Discover next generation profitability for your company

## Seamless Mobility Services

### THE KNOW-WHAT AND THE KNOW-HOW

Seamless mobility is a many-faceted challenge – enabling multiple devices to serve up multiple media across multiple access networks and technologies from multiple vendors. Meanwhile, the importance of maintaining reliability, availability, quality of service and security at optimal levels across the system is multiplied.

To address these challenges you need a trusted ally who has the capability to provide a rich ecosystem of end-to-end solutions, services and tools. That is precisely what Motorola delivers with our Seamless Mobility Services.

Motorola can not only help you implement your new Seamless Mobility environment, but help you maintain and expand it with new subscriber services. Our proven expertise in integration across heterogeneous access technologies, networks, applications, systems and devices means we can deliver robust, elegant solutions tailored to your environment and needs. Our deep strength and experience in strategic consulting, business modeling, system integration and solution architecture ensure you gain the maximum value from highly differentiated services when you decide to give your subscribers the freedom of seamless mobility.

### YOU JUST NEED TO KNOW WHO

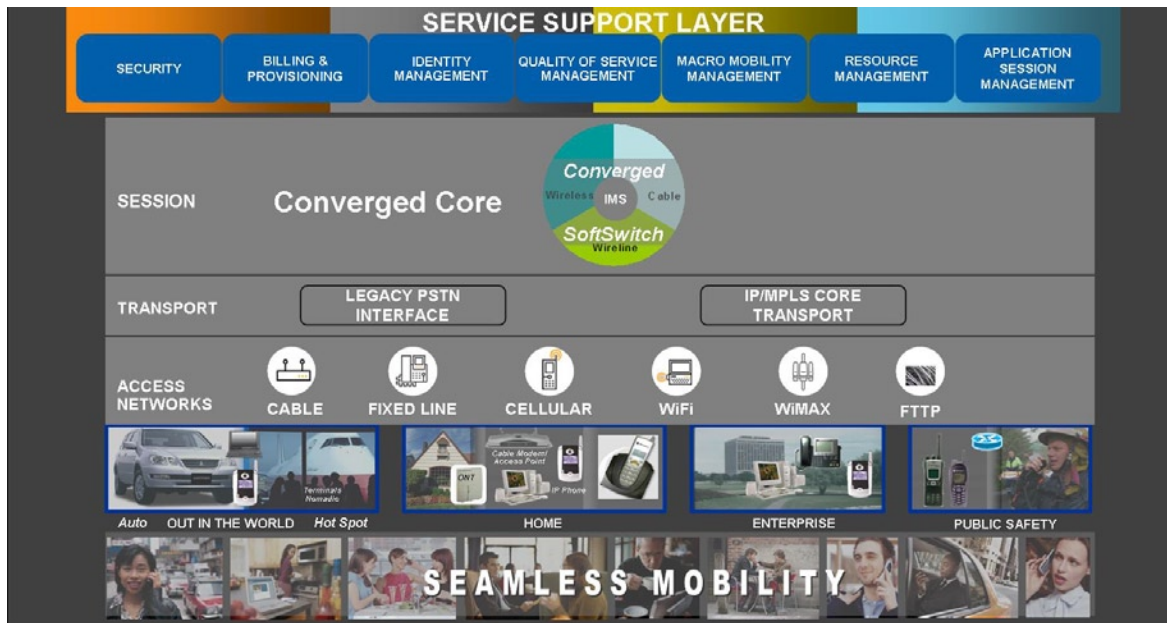
Motorola's system integration capability brings to you a service portfolio driven by the best of all tools, models and frameworks in wireless and wireline telecommunications. We can help navigate through the different mobility management standards and access technologies available today and tomorrow (UMA, IMS, SCCAN, WiFi, WiMAX, etc.) to design the right solution for you.

In order to deliver in today's multi-vendor environments, our engineers are trained, certified and provided access to an extensive knowledge base of leading-edge technology experts. With deep experience and innovative tools, we can offer an integration service that is dedicated to getting your seamless experience operational as quickly as possible.

Working with Motorola, you will be able to:

- Access core competencies from our integration, support and application services
- Get a end-to-end solution with the right technologies and services to meet your business objectives and network needs
- Experience world-class system integration capability
- Deliver mobility services faster than your competitors

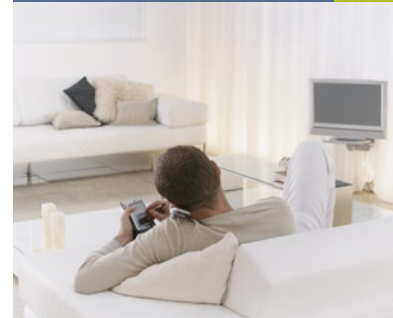
*Consistent delivery, flawless execution and customized business processes designed to help you exceed the expectations of your subscribers ... Motorola, a proven innovator, is leading the way to your next level of growth with Seamless Mobility Services.*



## Deliver Seamless Communication

Motorola's Seamless Mobility allows your subscribers to move from home network to mobile network to office network without interruption – enabling next generation efficiencies and flexibility that will transform the experience of business and personal communications.

IN THE HOME



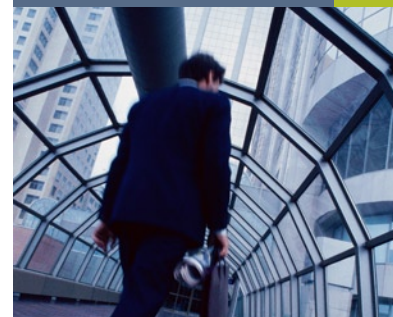
IN THE AUTO



IN THE OFFICE



IN THE WORLD



### CONVERGING ON OPTIMAL RETURNS

## Motorola's End-to-End Seamless Mobility Framework

Realize the full potential of Seamless Mobility by bringing advanced services to life for your customers. Our Seamless Mobility Services practice brings together an ecosystem of solutions and tools in key areas such as policy management, subscriber management, service management, content value chain management and mobility management. Motorola's Seamless Mobility Services offer you complete control over the services layer, allowing you to bring applications to market quicker and maximize your revenue return.

## Seamless Mobility Solutions

### A POWERFUL NEW PROPOSITION FOR YOUR SUBSCRIBERS

From local area networks and hot spots to emerging wireless access technologies, wireless broadband will soon become available to the person walking down the street, driving down the highway, sitting in the park, even on a pleasure boat in the middle of a lake. That availability will change the way we deal with each other and with the world around us.

Soon, we'll communicate, interact with and collaborate on personal digital content that's customized according to our personal preferences, location, circumstances and availability. A video teleconference will move transparently from a wireless local area network (WLAN) at the office to the traditional cellular environment for the drive home and to the fixed home network when you arrive. A premium entertainment experience will start on a home entertainment system, shift effortlessly to a digital infotainment system in the auto and continue on a mobile device.

We are ready to enter an era of seamless mobility – easy, universal, uninterrupted access to information, entertainment and communication ... when, where and how we want it. And Motorola is leading the way.

### A COMPELLING NEW REVENUE GENERATOR FOR YOUR BUSINESS

Motorola's end-to-end Seamless Mobility solution brings all the components together: subscriber devices, access network technologies, a core network that leverages Broadband IP switching capabilities, business support and network management systems and comprehensive network services that ensure cost effective planning, deployment and secure operations. Seamless mobility lets you leverage your investment across multiple access technologies (WiFi, WiMAX, Broadband Wireless, etc.) and devices as you deliver a continuous experience of content – including voice, data, multi-media and end-user applications.

You can give subscribers access to content regardless of its location ... or theirs. You can help enterprise subscribers to compete more effectively, giving employees unprecedented access to data, resources and applications.

Seamless mobility will create opportunities we can only begin to imagine. Application developers will take advantage of the new mobility to create a wealth of imaging, voice and multi-media applications. And you will find fresh ways to deepen customer loyalty, reduce churn and produce new revenue growth.

# Motorola – Driving Innovation for Seamless Mobility

## POSITIONED TO LEAD

Motorola is uniquely positioned to lead the industry toward, and create solutions for, seamless mobility. The company has core competencies in all four arenas where seamless mobility will play out: at home, at work, in the auto and on the go. From the center to the edge, Motorola is focused on driving innovation in the technologies that will deliver competitive advantage and provide breakthrough user capabilities – from networking technologies through intelligent user interaction design.

At Motorola Labs, cross-disciplinary research teams are making the breakthroughs needed for full seamless mobility. Their work spans the globe and stretches from molecular physics to cognitive science. Our global software development organization, under the office of the chief technology officer, reflects the increasing importance of software in the solutions-focused world of seamless mobility.

Motorola has made a corporate-wide commitment to seamless mobility and has aligned its' global resources – including its \$3.1 billion annual research and development budget and a worldwide research network – to making it a reality. We are addressing all aspects of seamless mobility: networks, systems, devices, end-user satisfaction, knowledge engineering and software enablement of seamless mobility solutions and services.

## ACTING TO DELIVER

Motorola's commitment to collaboration is creating innovation throughout the broad ecosystem of communications, entertainment and computing companies. We work closely with service providers, application providers, and enterprise

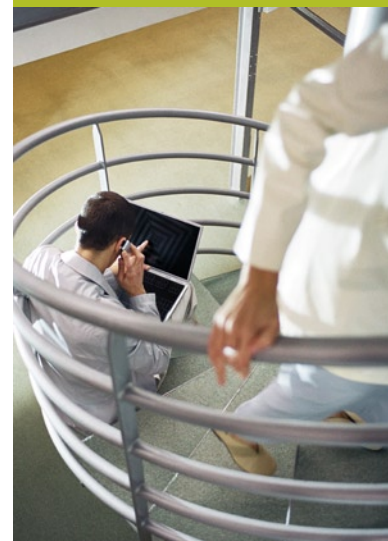
and government to deliver competitive advantage and to ensure that Motorola's seamless mobility solutions will meet the real-world needs of consumers, first responders, businesses, content providers and operators.

In addition to addressing the technology challenges, Motorola also works to help you solve the business and operational challenges. Motorola offers the only network services portfolio optimized around Seamless Mobility solutions, including Support Services, Integration Services, Application Services and Managed Services. We are dedicated to making seamless and personalized services a reality for your business.

## MOVING YOU AHEAD

Seamless mobility provides users with new forms of entertainment and new levels of enjoyment, productivity and connectedness. It opens the door to a robust innovation cycle for business and government users, application and content developers and operators. It offers you tremendous potential to differentiate your services, spur growth and innovation, enhance competitive strength and promote long-term subscriber loyalty.

Motorola is leading the way, working to ensure, enrich and enable your operations and make Seamless Mobility a business reality. If you're ready to make it real in your business, contact your Motorola representative ... and begin now to secure and maintain your competitive advantage in the rapidly evolving world of media-rich mobile communications.



**Motorola, Inc.**

[www.motorola.com/serviceproviders](http://www.motorola.com/serviceproviders)

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