



## **MOBILE DEVICES PROFILE**

Mobile devices make up one of the single largest categories of consumer items on the planet. Industry analysts estimate that more than a billion cell phones are in use today, with that number growing to just over 1.4 billion in 2009\*. Cell phones have evolved in just a short span of time from elite devices to must-have tools to personal lifestyle statements. This evolution shows no sign of slowing.

Motorola enabled this transformation with the invention of the world's first commercial portable cellular phone and Motorola's first cellular system. That same spirit of invention and engagement continues to drive us to enhance mobile lifestyles in the 21st century through a variety of phone experiences and designs. Popular products currently available include socially connected devices like MOTOSURF A3100, MOTOKRAVE ZN4 and the MING series; the Q line of productivity-oriented phones; the finely crafted AURA™; and the world's first carbon-neutral phone, MOTO™ W233 Renew.

Mobile lifestyles come in many shapes today, as voice communication is now merely an entry point. Communication styles have evolved from speaking and listening to texting and posting. The market's mid-range demands feature phones with exceptional call quality through enhancements like Motorola's propriety CrystalTalk™ technology. The higher end embraces intelligent and intuitive devices with advanced multimedia and social networking capabilities. Business people require a smartphone with a flexible platform and specialized applications. Mass market products inspire universal engagement, ensuring everyone has a voice. What's more, these basic product experiences have their overlapping points and features that move up and down the spectrum of usage models. It is no exaggeration to say that the mobile devices industry has evolved into one of the most dynamic in the technology world.

To address this dynamism, the Mobile Devices business is focused on product experiences that amplify the personal, professional, social and global ties that bind consumers. This last year has seen a focus on strengthening our solid foundation of employees, innovation, brand and investment for the future. The fruits of that effort will produce enhancements to our product lineup coming to market and continuing its rollout throughout 2009. Motorola's Mobile Devices business will continue to be a major player in this market.

Today, hardware and software teams work side by side on a platform approach geared toward different usage models, price points and customer segments within this broad category. This integrated approach accelerates product development without sacrificing the quality that Motorola customers rely on in their daily lives.

---

In addition to handsets, Motorola continues to make technology accessible, dependable and easy to use through a comprehensive portfolio of companion products. These accessories are intuitively designed with seamless functionality to address evolving consumers' mobile lifestyle needs at home, in the workplace or in the car. And Motorola's universal compatibility solution enables end users to easily pair and connect our Bluetooth accessory products with almost any other branded Bluetooth devices.

It is an exciting time to be part of the mobile devices market. Having invented cellular communications, Motorola's commitment is stronger than ever as we continue to lead the re-imagination of the device formerly known as the cell phone.

\*Gartner; Forecast: Mobile Devices, Worldwide 2003-2012



**MOTOROLA, INC.** 600 North US Hwy 45, Libertyville, IL 60048 USA [www.motorola.com/consumer](http://www.motorola.com/consumer)

MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office.

**MOTOROLA**

All other product or service names are the property of their registered owners. © Motorola, Inc. 2009. All rights reserved.

HELLO MOTO HELLO MOTO  
HELLO MOTO HELLO MOTO