



Motorola Networks News

Push-To-eXperience Comes to Life

Interoperability standards and new features thrust PoC technology forward in 2007.

Moving beyond traditional PoC voice applications into Motorola's PTX portfolio, 2007 will bring new instantaneous applications, which will connect mobile enterprise customers and consumers to wired users with the push of a button.

Push-To-eXperience (PTX) is changing the way people communicate in 2007. Recent innovations in Push-To-Talk over Cellular (PoC) technology have broadened the reach of this service to an interoperable format that works on GPRS, UMTS, CDMA and WiMAX networks. Compelling, new applications bring PTX to life for end users and offer the service provider a wealth of opportunities to increase revenue.

At the Touch of a Button

With the introduction of the Open Mobile Alliance (OMA) 1.0 compliant feature set in

2007, Motorola's PoC Server will move from being an exclusively proprietary solution to becoming standardized across the industry. In the new OMA-compliant world, any PoC-enabled handset will be able to communicate with any PoC Server, allowing you to offer your customers a wide array of handsets with full interoperability. "History tells us that when interoperability and inter-operator connectivity standards are introduced to mobile technologies, adoption rates skyrocket," says Jacqueline Majka, Senior Marketing Manager for Motorola's PoC Solutions. "We anticipate take-up of PoC services and handsets to increase in 2007."

Coupled with the Network-To-Network Interface (NNI) standard, OMA will help PoC evolve into a ubiquitous experience across mobile operator networks, further enhancing PoC's appeal to enterprise and consumer customers. Regardless of their network, users will be able to chat at the touch of a button. For example, a group of friends graduating from high school can form a buddy group and find it easier to stay in touch even when they move on to separate colleges. With PoC, a quick chat on the way to class or in the dining hall is an easy and powerful way to communicate.

Motorola brings its [first OMA PoC capable handset to market this year](#) on the Motorola MOTOKRZR K3*

A Whole New Push-To-eXperience

Moving beyond traditional PoC voice applications into Motorola's PTX portfolio, 2007 will bring new instantaneous applications, which will connect mobile enterprise customers and consumers to wired users with the push of a button. The first application, Push-To-PC, will extend the reach of PoC technology to the personal computer. Users will be able to initiate PoC calls to mobile users from their personal computers and vice versa. PoC mobile users can get in touch with their colleagues, friends and family with ease using computers enabled with Push-To-PC. Push-To-PC empowers the executive on a business trip to be able to make a call from her cell phone to a coworker's computer to check on the outcome of an important meeting. A stay-at-home mom can call her teenage son's cell phone to see when he'll be home from soccer practice, while checking the news online at her desktop computer. For medium-to large-scale enterprise customers, Motorola's Push-To-PC Dispatch



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solution can deliver full group management features. For both solutions, ease of use and personalization of the user's environment are enhanced with desktop features such as "buddy lists" showing the presence status of contacts. These exciting additions to the Motorola PTX portfolio will help you expand your PoC client base from just mobile users to all computer users with Internet access, increasing return on your PoC investment.

The second new application, Push-To-Email, delivered through an agreement with Pacific DataVision, further increases the impact of the PoC offering. With Push-To-Email, a busy construction foreman can e-mail a recorded verbal message to his office, to issue a new change order, simply by initiating a PoC session with a contact and speaking into his mobile device. The recipient receives the e-mail message with a link to the foreman's voice message, and also has the option of replying to the sender by typing a text message. Enterprises are expected to find immediate value in the application with more efficient communication among personnel. Consumers are also potential Push-To-Email users, as the solution offers a new way to communicate with friends and family.

Motorola's Push-To-eXperience portfolio is now stronger than ever and in a position to deliver significant value to Mobile Network Operators via OMA PoC compliant servers and mobile devices, paired with new, demand-generating applications. As of the end of 2006, Motorola had 55 contracts and commercial deployments of PoC in 39 countries and territories around the world. Extensive experience and the end-to-end solution portfolio make Motorola the ideal partner to lead your PoC service offering into the future.

To learn more about Motorola's portfolio of end-to-end solutions, please contact your Motorola representative.

*Operator Support Required

