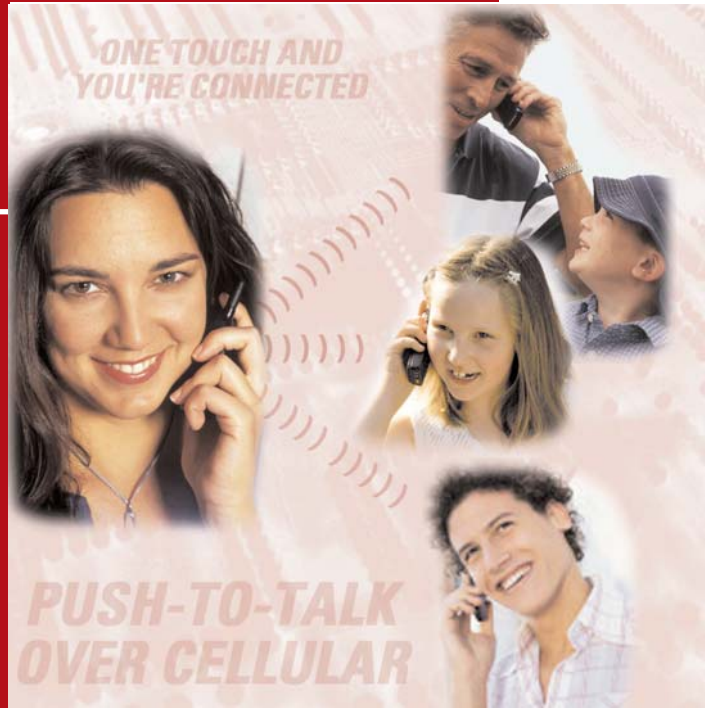




MOTOROLA
intelligence everywhere™



MOTOROLA PUSH-TO-TALK OVER CELLULAR SOLUTION

*Fast Communication ...
Rapid Revenue*

The wireless race is on. As a smart operator, you're looking for your chance to break away from the pack—a dramatic way to differentiate your services so you can truly stand out from your competitors.

Of course, at the same time, you need to keep costs down. So it would be great if this breakout feature could be deployed without a lot of "who-knows-if-it-will-be-worth-it" capital investments. The ideal solution would be something easy to add, easy to sell, but extremely attractive to your highest-volume, highest-value users. So all you really need is a low-risk cash generator that anyone can understand and use, but NOT just anyone can deliver.

You're not asking for too much, are you?

Not if you're asking Motorola. We have an end-to-end solution for an exclusive feature that may be just the "silver bullet" you've been looking for. It's called Motorola Push-To-Talk over Cellular...



MOTOROLA PUSH-TO-TALK OVER CELLULAR—AN EXCITING SUBSCRIBER FEATURE

EASY TO EXPLAIN...AND EASY TO SELL

Push-To-Talk over Cellular (PoC) is a wireless feature that allows your subscribers to make direct, simultaneous radio voice connection over any packet data network. They can make private calls or call an entire pre-defined group...locally, or nationally. And all they have to do is "push to talk."

Motorola's PoC is easy to use...which makes it even easier to position, promote and sell to your end-users, no matter what their level of wireless sophistication. PoC emulates a simple half-duplex

two-way radio connection on a wireless handset. There's no need to memorize new phone numbers, learn complicated procedures, or even use a menu interface. Users just press one button to talk, then release the same button to listen. PoC's faster-than-phone voice communication is even faster and easier than SMS, but makes a great complementary offering with text messaging. A separate PoC contact list provides information on who is "present" for immediate push-to-talk contact, allowing work and social groups to choose text messages for more discrete fast communication.

One button access and one phone number translate into one more powerful way to communicate... and one exciting way to attract more high revenue customers to your network.

MOTOROLA PUSH-TO-TALK OVER CELLULAR—A DISTINCT OPERATOR ADVANTAGE

EASY TO DEPLOY

Motorola's Push-To-Talk over Cellular is a completely integrated handset/client/server solution; it requires no specific mobile network technology, but deploys over your existing infrastructure. Using a telecommunication-grade server totally independent of your existing radio and core network, PoC is implemented on the IP backbone. So your subscribers can use Push-To-Talk over Cellular anywhere and anytime a packet data service is available, without the geographic boundaries of the two-way radio system it emulates. Because long distance PoC traffic runs over IP, you can even use data compression techniques to reduce your network usage and associated costs.

FLEXIBLE CONFIGURATION

One of the most attractive features of Motorola's Push-To-Talk over Cellular is the ease with which your customers can self-provision their own tailored solutions. Profiles and privileges can be managed over the web, allowing your subscribers to easily define their personal PoC group members, update group size, and even select their own alert mechanisms. Less involvement by your customer service group means lower operating costs for you.

Even better, the range of available options means you have the opportunity to customize and price PoC services to meet the needs of the user segments you want most to attract. Motorola's Push-To-Talk over Cellular's quick voice service is a great feature to attract young consumers age 16 to 25 and up, especially students, families and other social groups who just want to stay in touch quickly and easily.

PoC supports 2b803.11 wireless LAN protocols, which makes it easy to integrate in enterprise and campus environments. Geographically dispersed workgroups can take advantage of one-to-one and one-to-many broadcasts at faster-than-phone speeds. For those in worksites that depend on wireless communication, such as new construction sites or large campuses, your wireless handset can even replace multiple devices including radios and pagers.

LOW RISK, HIGH REWARD

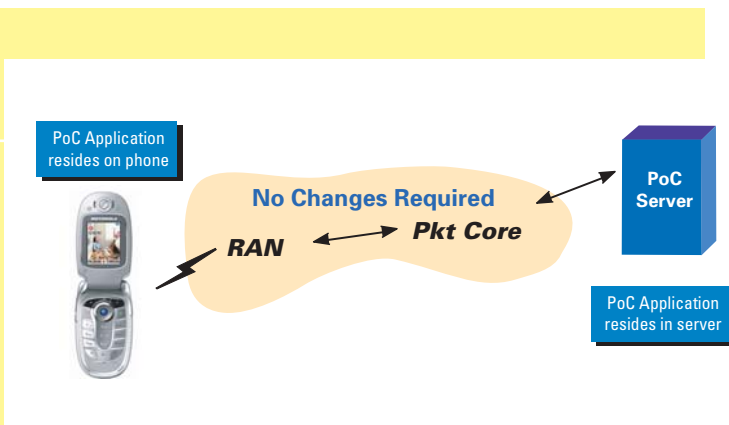
In an intensely competitive environment, the operator who can do more with less has a better shot at coming out on top...and Motorola's Push-To-Talk over Cellular is a perfect example of doing more with less. Because no expensive infrastructure changes are needed, PoC can help you earn more mobile data revenue from your existing radio and core networks. PoC is less demanding than download and office file transfer, and requires lower timeslot use than voice. At the same time, PoC's ease of use can deliver significantly more volume than WAP, stimulating GPRS/CDMA 1X use across all customer segments by attracting users who may not value MMS and other data services.

So Motorola PoC gives you a highly valued service—one you can tailor for both existing and new customers. And you can deliver it at a relatively low cost, while you distribute volume more intelligently across your existing infrastructure. That means your pricing options are wide open...and that's the formula for improved profitability.

MOTOROLA EXPERIENCE COMES ALONG

Motorola offers Push-To-Talk over Cellular as an end-to-end solution, ready to deploy quickly in any telco-grade environment and virtually "plug and play" in existing GPRS and CDMA 1X networks. Motorola's PoC solution is designed to deliver superior network availability, standards-based interoperability, exceptional scalability, and cost-effective ongoing operation and management.

We're not newcomers to this technology; we have more than 60 years of experience as a global leader in wireless radio communication. So you can choose Motorola's Push-To-Talk over Cellular without reservation, deploy it with ease and rely on it with confidence.



Motorola's solution uses your existing architecture to deliver Push-To-Talk over Cellular capability over the IP backbone.

TAKE THE LEAD NOW

Superior technology alone can't guarantee success in today's wireless marketplace. You need to be ready to grow strategically, maneuver competitively, and operate intelligently. That's why Motorola designs solutions that can impact your business, not just your technology.

MOTOROLA, INC.

INTERNET ADDRESS

www.motorola.com/networkoperators

Motorola Push-To-Talk over Cellular is a solution that works hard on every front. By helping you to differentiate your services and attract the customer segments you want to target, PoC can help you ratchet up your competitive power. Once you deliver the ability to communicate quickly and easily, you'll attract higher usage customers and interconnected groups to your services, helping to reduce churn while you improve your average revenue per user.

Capital expenditures are reduced because Motorola's PoC deploys quickly and easily over your existing infrastructure. And because our PoC integrates easily with existing systems and processes, requiring no dramatic changes to the way you do business, your ongoing operating expenses also stay under control. You can even realize savings in cost of sales by marketing PoC to more targeted groups.

If you're ready to learn more about how Motorola's Push-To-Talk over Cellular and the rest of our full portfolio of wireless network solutions can contribute to your business success, call your Motorola representative or visit us on the web at: <http://www.motorola.com/networkoperators/>.



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