



Motorola Showcases New Mobile Devices Product Portfolio

Debuts Next-Generation RAZR – RAZR² – And Announces New Product Availability for MOTO Q, ROKR Z6 and Z8

NEW YORK – 15 May 2007 – Motorola, Inc. (NYSE: MOT) today presented its 2007 mobile devices collection, led by the highly anticipated RAZR². The comprehensive mobile device line features the most cutting-edge innovations in style, design, multimedia, messaging and everyday communications to meet the needs of a diverse global audience.

The RAZR², which will debut around the world in July 2007, features a slimmer exterior than its RAZR predecessor, along with ground-breaking new features designed to empower consumers in every facet of communication. New products such as the MOTO Z8, MOTO Q 9 and ROKR Z6 were also on display and will begin shipping in Europe and Asia within the next month. The ROKR brand will be synonymous with Motorola's music-optimized handsets and headsets as the company addresses the importance of music for today's mobile consumer.

"This focused new product portfolio further advances Motorola's goal of bringing the ultimate mobile experience to customers around the globe," said [Ed Zander](#), Motorola's chairman and chief executive officer. "Built on a cutting-edge technology platform, these devices feature powerful multimedia, messaging and innovative business capabilities. With this exciting product line-up, Motorola is once again redefining the cell phone for the world's evolving mobile community."

New Level of Style and Performance

For discerning mobile consumers who demand stylish design and powerful features, Motorola is delivering a range of innovative and smart handsets – starring the next generation RAZR².

With the introduction of its industry-changing RAZR, Motorola created the first culturally iconic phone, revolutionizing the way the world views the mobile device. Today, Motorola continued to redefine the cell phone with the introduction of the RAZR², which brings a new level of cutting-edge design and mobile performance for astute mobile consumers.

The RAZR² is sleeker, stronger and an even smarter consumer experience, featuring:

- Innovative CrystalTalk™ technology for better call clarity¹.
- Seamless access to digital music, a real-time point-to-point video feature³ that allows another wireless customer to "See What I See" and up to 2GB of on-board memory for approximately 1,000 songs⁴.
- External texting including pre-programmed messages with the phone closed⁵.
- Full HTML Web browsing and email access^{1 6}.



- A sharper profile – two millimeters thinner than previous models⁷.
- Seamless casing, stunning vacuum metal finishes and chemically hardened glass including the largest external display in its class.

In a Motorola first, the new family under the RAZR brand includes three editions to be available worldwide starting in July 2007, including RAZR² V8, V9 and V9m in GSM, 3G HSDPA and EVDO CDMA respectively.

Powerful Multimedia Combinations

For mobile consumers who combine business and pleasure, productivity and entertainment, Motorola offers an uncompromised collection including the Z8, MOTO Q and the ROKR. These devices provide powerful multimedia and messaging experiences – email, music, video and gaming and comprise a segment growing at 30-35 percent over the next two years. Motorola's 2007 collection features an unmatched selection of products designed to maximize the power of each experience.

The Entertainer: Cultural trends point to a mobile lifestyle for the “always on” generation that heavily consumes media and thrives on self-expression and social networking. For this audience, Motorola has delivered the best combined mobile movie, TV, music, Internet and gaming device for today's entertainment fans.

Giving consumers a new way to get their mobile TV and video, the Z8 is a media monster that will launch across Europe and Asia in June. The world's first-ever “kick-slider” device, the Z8 was meticulously engineered for comfort – a perfect “fit to face.” The unique HSDPA-enabled handset offers:

- Download songs at 3.6Mbps, the fastest rate for over-the-air downloads today.
- An ultra-high resolution mobile screen that operates in both portrait and landscape.
- Crystal clear video capture and playback at speeds of up to 30 frames-per-second.
- ROKR-like music capabilities and up to 32GB of expandable memory⁸; enough storage for 12 full-length movies⁹ or 70 hours of music⁴ on today's 4GB microSD memory cards.
- Mobile TV access to streamed content from CNN and BSKyB and others for on-the-go viewing.
- Mobile gaming with access to some high-quality games from Electronic Arts' popular suite of titles, including an integrated demo of EA SPORTS BIG SSX3.

To further enhance the rich entertainment experience, in a Motorola first, the Z8 is being shipped with a full-length major motion picture pre-loaded on a 512MB microSD card – Universal Pictures' “The Bourne Identity” – along with the amazing one-ounce ROKR S9 stereo Bluetooth^{®11} headset, and a host of entertaining pre-loaded applications.

Get Smart Globally: With the introduction of the Q 8 (GSM/EDGE) and Q 9 (HSDPA), the MOTO Q is now available to a global audience helping consumers everywhere take control of their work and play. These two new editions follow the award-winning MOTO



Q (CDMA) that launched in North America in 2006 and surpassed one million units in sales – a milestone no other QWERTY device has reached as quickly. Motorola also announced today for select regions, the introduction of “My Q Paks” – a gift with purchase. These free, application bundles will allow users to customize their MOTO Q to fit their lifestyle, thereby furthering their ability to take control.¹⁰

The Q 9, a lightning-fast global quad-band 3G QWERTY, based on the Windows Mobile 6.0™ operating system, couples a new sleek form factor with a dual-processor HSDPA/UMTS engine, enabling broadband over-the-air at up to 3.6Mbps – or approximately 6 seconds to download your favorite music track directly onto the device without having to touch your computer⁶. The Q 9 will hit shelves in Italy this week.

Let The Music Play: Mobile music is charting higher each year and Motorola research shows 54 percent of consumers want an MP3 player in their next phone and 27 percent say it's a must-have feature. The ROKR brand will headline Motorola's franchise of music-optimized handsets and headsets that deliver the best mobile music experience.

Motorola announced that its newest ROKR, the Z6, will roll into Europe and Asia, following the success of the touch-screen ROKR E6 in China and India. The Z6 is a music masterpiece:

- Easy transition from phone to music – using the slim slider design to transition in one simple touch.
- Dedicated music keys and a navigation wheel for instant access to the music library.
- Fast transfer of songs using High Speed USB 2.0 connections – for example, transfer 500 songs in 15 minutes⁴.
- Ease of use and familiar song management capabilities – Windows Media Player™ 11 to allow simple transfers of purchased music from PC, even enabling calls to be answered while connected to the PC.
- Ample storage capacity – supports up to 2GB of optional removable memory for approximately 1,000 songs⁴.
- Stereo Bluetooth wireless technology¹¹ for wire-free listening on stereo Bluetooth headsets¹¹ such as the recently available ROKR S9.

Motorola today also announced a new marketing agreement with Napster (Nasdaq: NAPS) that will make it simple for Motorola mobile users to join the Napster community and load music content to their ROKR Z6 and other compatible Motorola ROKR music-optimized and music-enabled handsets. The companies will also give consumers one-month of free unlimited access to unique music content and more than 3 million song tracks through Napster To Go®.

Phones for the Masses

With the W-Series and MOTOPHONE, Motorola is answering the call for the mass market with a diverse portfolio that includes the best of the basics for everyday communications. Expected to grow 15-20 percent over the next two years, the segment



includes first time cell phone users, those looking for a simple device to talk and text, or a basic cell phone owner upgrading for better features.

Leveraging its recently introduced low-cost platform, locosto, Motorola is delivering features that consumers value in targeted areas including FM radio, camera and Internet browsing using Motorola's new AJAR platform. Available in both clamshell and candybar form factors this Fall, the company introduced a new selection of sub-\$100 W-Series products that feature the best of the basics including great battery life, RF performance, sharp display and design, but also let consumers enjoy broader experiences with a combination of music, camera or browsing incorporated into each device.

For more information on all of Motorola's announcements today, please visit www.motorolalaunch.com

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$42.9 billion in 2006. For more information about our company, our people and our innovations, please visit www.motorola.com.

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Certain mobile phone features may not be activated by your service provider, and/or their network settings may limit the feature's functionality. Contact your service provider for details. All features, functionality and other product specifications are subject to change without notice or obligation.

¹ Feature available on RAZR² V8 and V9

³ Feature available on RAZR² V9.

⁴ Based on four minutes per song at a data rate of 128Kbps. Storage capacity is approximate and subject to available memory space and encoding method used; actual capacity varies by content.

⁵ Feature available on RAZR² V8

⁶ Network and/or SIM card dependent feature, not available in all areas. Airtime, data charges, and/or additional charges may apply.

⁷ Varies due to the configuration of the phone, which varies by service provider

⁸ Dependant on market availability



⁹ Based on two hours per movie. Storage capacity is approximate and subject to available memory space, resolution and encoding method used; actual capacity varies by content.

¹⁰ MyQ Packs confirmed for US, other regions and markets yet to be announced

¹¹ This device supports Bluetooth A2DP and AVRCP profiles. In order for Bluetooth devices to communicate with one another, they must utilize the same Bluetooth profile. To determine the profiles supported by other Motorola devices, visit www.hellomoto.com/bluetooth. For other devices, contact their respective manufacturer.

Certain Bluetooth features including those listed may not be supported by all compatible Bluetooth-enabled devices, and/or the functionality of such features may be limited in certain devices, or by certain wireless carriers. Contact your wireless carrier about feature availability and functionality.

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