

# Motorola, Apple to Make Life Easier

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[Motorola, Inc.](#) and [Apple®](#) announced they are partnering to enable millions of music lovers to transfer their favorite songs from the iTunes® jukebox on their PC or Mac®, including songs from the iTunes Music Store, to Motorola's next-generation 'always with you' mobile handsets, via a [USB](#) or [Bluetooth](#) connection. Apple will create a new iTunes mobile music player, which Motorola will make the standard music application on all their mass-market music phones, expected to be available in the first half of next year.

“We can't think of a more natural partnership than this one with Apple, the brand synonymous with easy-to-use, legal music downloading, and Motorola, the innovator in mobile technology,” said Ed Zander, chairman and CEO, Motorola. “Being able to transfer songs you’ve purchased from iTunes to Motorola mobile handsets expands the market reach for both of us and drives new revenue for customers, delivering an amazing music experience to millions of wireless users.”

“We are thrilled to be working with Motorola to enable millions of

music lovers to transfer any of their favorite songs from iTunes on their PC or Mac to Motorola's next-generation mobile phones," said Steve Jobs, Apple's CEO. "The mobile phone market -- with 1.5 billion subscribers expected worldwide by the end of 2004 -- is a phenomenal opportunity to get iTunes in the hands of even more music lovers around the world and we think Motorola is the ideal partner to kick this off."

Source: [Motorola](#)

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