Motorola Offers Quick Push-To-Talk over Cellular Installation for Operators with Lower Subscriber Capacity Needs

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Same features, functionality of original; new 'PoC Basic' offers lower CAPEX and OPEX to enable rapid entry into global PoC market

ARLINGTON HTS, Ill. - July 6, 2004 - Motorola Inc. has just made it easier for smaller wireless network operators worldwide to catch the "push-to" craze and give their subscribers the ability to stay connected with the push of a button. Motorola's new PoC Basic solution offers the same functionality and ease-of-use characteristics of Motorola's original PoC solution, but requires minimal configuration. Motorola's PoC Basic is tailored for operators with lower capacity needs and is readily upgradeable to the original solution should the operator decide to expand PoC capabilities.

"Our original PoC solution for both CDMA2000 1X and GSM/GPRS networks has enjoyed phenomenal success with major operators in every region of the world," said Murali Aravamudan, vice president and general manager, Wireless System Division of Motorola infrastructure. "We have 14 contracts with customers operating in 20 countries and territories worldwide, which includes several commercially deployed systems. Now, with our PoC Basic solution, smaller operators have an easy and affordable way to invest in PoC and quickly launch this new revenue generating service with confidence that their original initial investment can meet future needs."

Similar to the original Motorola PoC solution, PoC Basic provides real-time Push-To-Talk service, combining the flexibility of mobile messaging with the ease-of-use of voice. Motorola's end-to-end, IP-based PoC solution features rapid call set up and floor control transfer. In addition, Motorola's PoC Basic offers operators a solution based on lower subscriber capacity, with lower CAPEX and OPEX that is designed to help them gain rapid entry into the global PoC market.

Motorola is a leading player in PoC standardization through the Open Mobile Alliance, and licenses its standards-based PoC client software to third party CDMA, GSM/GPRS and UMTS handset manufacturers and software developers.

Push-to-Talk over Cellular Defined
Push-to-Talk over Cellular is similar to a walkie-talkie experience; it is a means of quick one-to-one or group communication. Instead of dialing a number to start a conversation, with one push of a button you simply go to a "buddy list" and select the person you want to contact. Push the button again, talk, and your voice is heard by the recipient.

You can also create group calls so everyone on your buddy list can hear your message simultaneously – just as in a telephone conference. Instead of having to SMS or call each recipient individually, a push of the key is all it takes to send a message directly to an entire circle of friends or work colleagues, for example.

For network operators, PoC opens up a whole new realm of voice services, as it significantly enhances telephone service. Experience has proven that consumers with PoC features on their phone tend to become more engaged with their handset potentially providing mobile operators with a new source of revenue. And, PoC service fits a variety of user needs – from consumers who want quick communication to small, medium and large enterprises that need frequent intermediate contacts.

Motorola and Interoperability

Motorola, with more than 60 years experience in delivering "Push-To" technology for various applications, has made its standards-based PoC client software available for license to third party CDMA, GSM/GPRS and UMTS handset manufacturers and software developers. This new PoC Device Interoperability Program, announced in February 2004, extends Motorola's commitment of making its interface specifications available to licensees, and will help speed the introduction of a wider choice of PoC handsets to market, benefiting both consumers and operators.

Motorola remains a committed player in the industry-led effort to define technical standard specifications for PoC. Interoperability is an enabler for broad-based acceptance of a new service like PoC. Subscribers want to roam on compatible networks without having to worry if they will work together. We're continuing our work with other industry leaders and have announced joint interoperability testing to promote a final PoC standard for submission to Open Mobile Alliance (OMA).

The original press release can be found here.