Motorola Introduces Two New Ways to Communicate at the Touch of a Button

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Motorola, Inc., a global leader in wireless communications, today introduced two new GSM handsets to its Push-to-Talk over Cellular (PoC) portfolio — the fashionable C698p and the fun, affordable C381p. Each handset is engineered to deliver Motorola's distinct PoC experience, but designed to fit different lifestyles and different budgets, giving consumers yet more choice when they 'Push-to-Talk'*.

Motorola is at the forefront of the PoC market with 23 network operator contracts covering 27 countries around the world. By adding the C698p and C381p handsets to its line up, Motorola has created a true multi-tiered PoC portfolio. This solution enables operators to extend Push-to-Talk services to even more subscribers — from mass market to high-end — meeting a variety of consumer needs and helping pave the way for future "Push-to" services like video and data.

"Push-to-Talk changes the mobile experience by extending the phone call into a new, more immediate and engaging way to communicate," said Joel Holl, Director, GSM PTT Products for Motorola's Mobile Devices business. "The technology cuts across lifestyles, consumer segments, and even helps bridge the environments we work, live and play in. A business person can push-to-talk with his colleagues one minute then conduct a group chat with his family the next. So choice is key. By enhancing our already robust PoC portfolio, Motorola is bringing consumers more choice and operators more opportunities to generate revenue."

Motorola C698p

A cool, high-tech "candybar" styled handset, the Motorola C698p is as fun as it is fashionable. The Motorola C698p features dual high-audio speakers optimized to deliver a superior audio experience for using PoC, listening to the latest MP3's or just chatting with friends. It also boasts an integrated VGA camera and a large 65,000-colour display screen — plus key features like preloaded and downloadable games and tri-band technology — to give consumers the perfect blend of entertainment and communication.

Motorola C381p

The Motorola C381p brings connection and personalization to the mass-market. Whether using PoC to connect to co-workers, friends or family or experiencing other exciting messaging options like MMS, the C381p is a mighty mobile that packs a punch*. To shine professionally, the C381p lets you synchronize your calendar and contacts with your PC via Motorola's Mobile Phone Tools software and multi-task while on its integrated speakerphone.

Both the C698p and C381p feature Motorola's signature PoC user interface, dedicated Push-to-Talk key and one-touch access to presence-enabled PoC contacts for quick one-to-one or group communication. They join Motorola's current portfolio of PoC-enabled mobiles — featuring the popular V400p for GSM operators and T300p and V65p for CDMA operators.

Operator partners will benefit from Motorola's PoC solutions by being able to offer a new consumer service with limited network implementation requirements. The Motorola PoC solution's intuitive experience is also expected to help increase average revenue per user by

encouraging frequent use of the new feature.

Motorola & Interoperability

Motorola is committed to 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 and is fundamental to ensuring PoC services meet user expectations whether on their home network or while roaming. Motorola continues its work with other industry leaders and has announced joint interoperability testing to promote a final PoC standard for submission to Open Mobile Alliance (OMA).

In February 2004, Motorola announced its PoC Device Interoperability Program, extending its commitment to make its interface specifications available to licensees, and will continue to introduce a wide choice of PoC handsets to the market, benefiting both consumers and operators.

* Push to Talk over cellular ("PoC") and the other features indicated herein are network and subscription dependent features, and are not available in all areas. PoC connectivity requires PoC compatible phones.