

Apple, Motorola, Cingular Launch First Mobile Phone with iTunes

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Apple, Motorola and Cingular Wireless announced the availability of the world's first mobile phone with iTunes, enabling music lovers to transfer up to 100 of their favorite songs from the iTunes jukebox on their Mac or PC to their mobile phone.

Apple's iTunes software on the Motorola ROKR features easy to use

menus, simple navigation and playback, and the ability to simply switch from phone to music and back again with the push of a dedicated music key. The new Motorola ROKR is available today and will be sold exclusively in all Cingular retail locations beginning tomorrow.

The new Motorola ROKR with iTunes pre-installed is available for \$249.99 (US) with a two-year commitment at all Cingular stores nationwide and includes stereo headphones and a USB cable.

ROKR specifications:

- iTunes player with dedicated key
- 850/1800/1900 MHz Tri-band GSM/GPRS
- Weight: 3.77 oz
- Dimensions: 4.25 x 1.81 x .80 in
- Display: 176 x 220, up to 262 colors TFT
- VGA Camera, 4x Zoom, flash and video record
- Music Tones
- Bluetooth Capable for voice calls
- Speakerphone
- Talk Time: Up to 9 hours/560 min
- Standby Time: Up to 9 days/230 hrs

“We’ve worked closely with Motorola to deliver the world’s best music experience on a mobile phone,” said Steve Jobs, Apple’s CEO. “We’re also thrilled to be working with Cingular, the largest wireless carrier in the US, to bring this pioneering phone to market.”

“The ROKR brings music to the mobile phone in a way unlike any other, with the unrivaled ease of use that has become the signature of iTunes,” said Ed Zander, chairman and CEO of Motorola. “We predict that the ROKR is going to be a hit this holiday season.”

“We’re excited to be the first wireless carrier to offer the world’s first phone with iTunes to our customers nationwide,” said Ralph de la Vega, chief operating officer of Cingular Wireless. “This innovative product represents a world class handset, connected to a world class network, delivering a world class application.”

The new Motorola ROKR has a color display for viewing album art and features built-in dual-stereo speakers, as well as stereo headphones that also serve as a mobile headset with microphone. Music fans can randomly autofill or manually fill the mobile phone with playlists from their favorite music, audiobooks and Podcasts from their iTunes library via a USB connection. The Motorola ROKR pauses music automatically when users take a call and offers the ability to listen to music while messaging with friends or snapping a photo.

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