

# New Motorola V557 Delivers 'Zero-Click' Access to Information

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Giving consumers a new way to connect, access information or enjoy in-demand multimedia, Motorola announced the availability of the Motorola V557. The new flip phone is on shelves now at Cingular Wireless, the largest wireless carrier in the U.S.

The Motorola V557 is the first handset to include Motorola's SCREEN3 – an innovative technology that pushes information out to the phone idle screen in a “ticker tape” that runs along the bottom of the screen. This

technology enables consumers to get news, sports, entertainment, and other premium content and services directly from their mobile device home screen (no buttons to push, no browsers to launch). Cingular is the first operator to offer SCREEN3 through the company's Media Net Live Ticker service available now on Motorola V557 for the holidays.

In addition to offering "zero-click" access to the wireless web, the Motorola V557 features a VGA camera, video record and playback, and advanced messaging. EDGE (Enhanced Data Global Evolution) technology and Cingular's consumer data services, such as Picture Messaging and Cingular Sounds, enhance the multimedia offerings and enable subscribers to share images and download MP3 ringtones with unprecedented speed.

The Motorola V557 features chrome details and a soft-touch finish. With Bluetooth wireless technology, Instant Messaging and email, users can stay connected the way that suits them best.

Source: Motorola

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