

Motorola Unveils MOTOMAGX Mobile Linux Platform

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Motorola, Inc. today announced a significant step in its commitment to mobile Linux and rich experience creation by introducing MOTOMAGX, its next generation mobile Linux platform. Building on success of Motorola's earlier Linux-based platforms, MOTOMAGX lays the foundation to deliver new levels of openness, flexibility and support for third-party applications on Motorola mobile devices.

A leader in mobile Linux, Motorola has sold more than 9 million Linux-based handsets worldwide. In the next few years, up to 60% of Motorola's handset portfolio is expected to be based on Linux, with the MOTOMAGX platform playing a key role in supporting this strategy. Offering unmatched innovation driven by a robust developer ecosystem, Motorola has chosen Linux to deliver the rich, new experiences that consumers crave. This is evident in the first products based on the MOTOMAGX platform: the music-optimized MOTOROKR Z6 and the Motorola RAZR2 V8 handsets, available now in select markets worldwide. The RAZR2 V8 will be Motorola's first Linux-based device bound for North America, representing another milestone in the company's global mobile Linux leadership.

"At Motorola, we know that software is just as important as hardware -- through the introduction of our MOTOMAGX platform, we are reinforcing our firm commitment to Linux and empowering our developer community to innovate with us in exciting new ways," said Alain Mutricy, senior vice president, platform technology, Motorola Mobile Devices business.

New Developer Tools = New Mobile Experiences

Motorola's MOTOMAGX platform is designed to support a broad array of content created by third-party developers. Today, MOTOMAGX supports applications developed in Java ME, with plans to introduce new WebUI (featuring web technology to enable widgets and Web 2.0 experiences) and native Linux application environments in upcoming releases. These three application environments, combined with the relevant tools available through Motorola's MOTODEV Studio integrated development environment, will help enable MOTODEV developers to innovate and accelerate time to market for their applications.

To further enable developers to take advantage of application development opportunities in mobile, Motorola announced today a global series of MOTODEV Summits -- exclusive, one-day events that offer developers technical expertise, practical advice, guidance, and a sneak peek at the next generation of Motorola devices, platforms and technology -- including MOTOMAGX.

"MOTOMAGX, when paired with the tools and support from our MOTODEV Developer network, provides a powerful platform for innovation -- making it easier and faster for developers to create new applications for our mobile devices," said Christy Wyatt, vice president, ecosystem and market development, Motorola. "This opens exciting possibilities for what tomorrow's mobile applications will be able to do and the new device experiences they will support."

Developers interested in creating applications for the MOTOMAGX platform using Java ME can do so today by downloading the MOTODEV Studio for Java ME application development environment at www.motorola.com/developer. WebUI and native Linux plug-ins for MOTODEV Studio are expected to be available to select developers by

the end of Q4 2007.

“Motorola is helping to mobilize Web 2.0 content and services through the introduction of their WebUI application environment within MOTOMAGX,” said Ojas Rege, vice president of mobile products, Yahoo!. “We believe these types of platforms will enable developers to deliver compelling applications that play across an array of Motorola devices and help to continue to grow the marketplace for innovative mobile Internet services.”

Travis Boatman, vice president of worldwide studios at EA Mobile said, “As the global leader in mobile games, EA Mobile prioritizes applications that can be used across the industry’s most common platforms. Motorola is leading in mobile Linux and we applaud their launch of the MOTOMAGX platform with its associated application environments and toolsets. We look forward to working with Motorola to bring exciting entertainment experiences to mobile users worldwide.”

Source: Motorola

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