

BACKFLIP: AT&T Announces Availability of First Android Device with Motorola

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BACKFLIP

AT&T and Motorola today announced that the Motorola BACKFLIP with MOTOBLUR will be available in AT&T stores nationwide beginning March 7.

MOTOBLUR offers AT&T customers a new way to connect to their favorite people, content and applications, whether it's work or personal email, messaging or social networking. Motorola's exclusive [Android](#) experience syncs contacts, posts, messages, photos and much more — from sources such as Facebook, MySpace, Twitter, Gmail, Picasa, work and personal e-mail, and Last.fm — and automatically delivers them to live widgets for immediate reply, right from the home screen. And, for customers who prefer multi-tasking, AT&T's 3G network offers the added advantage of talking and surfing the Web and accessing applications at the same time.

BACKFLIP features a unique form-factor with an original reverse flip design, spacious keyboard and BACKTRACK touch panel, allowing the display to be hands-free while one's fingers work behind the screen. BACKFLIP runs on the nation's fastest 3G network and is powered by MOTOBLUR, Motorola's Android-powered content delivery service created to make phones more personal and socially smart.

MOTOBLUR keeps track of contacts so it's easy to keep up. Users can flip through messages and updates on the BACKFLIP and respond in a flash, without having to log in and out of applications. MOTOBLUR helps consumers keep a pulse on what's happening on their social and news networks. Only MOTOBLUR can sync Facebook, MySpace and Twitter with phone book and email contacts, while threading status updates and profile pics through calls, messages and address book. From the home screen, consumers can update their status to Facebook, MySpace and Twitter at once.

Finally, MOTOBLUR provides users with simplicity and peace of mind, as lost devices can be located from a secure personal information portal and GPS can be used to locate them. One user name and password brings back a user's contacts, messages and connectivity to previously configured networks and email providers.



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”Motorola is proud to bring the first Android-powered device to AT&T’s 3G network,” said Mark Shockley, senior vice president, Motorola Mobile Devices. “AT&T customers will love the social media advantages MOTOBLUR offers as well as the innovative hardware design.”

BACKFLIP is the first Motorola device to feature the new and unique BACKTRACK feature which gives AT&T customers the ability to navigate quickly and easily through Web sites, menus and more with a touch panel located behind the screen when the device is folded open. BACKTRACK offers a new way to scroll through the Web, texts, e-mails and news feeds without obscuring the home screen. Flip the keyboard backwards into table-top mode to listen to music, watch videos, view pictures with the digital picture frame or to turn BACKFLIP into a digital, bedside alarm clock.

BACKFLIP comes with a full HTML browser that can be viewed on the 3.1" high-res, touch screen display and makes use of 7.2 HSPA 3G technology on the nation's fastest 3G network. Android Market has access to more than 20,000 apps and widgets, in order to customize the device to fit each consumer's personal style. Customers can easily shoot photos and video with the BACKFLIP's 5 MP camera and flash, and upload them to their favorite photo sharing or social media site.

The Motorola BACKFLIP features Wi-Fi connectivity and AT&T customers receive AT&T Wi-Fi access at U.S. hotspots included as part of their unlimited data plan. AT&T's has the nation's largest Wi-Fi network with more than 20,000 U.S. hotspots.

The [Motorola](#) BACKFLIP will be available March 7 at AT&T retail locations nationwide or at wireless.att.com for \$99.99 after \$100 mail-in rebate.

Source: Motorola

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