

# Motorola RAZR BLK V3 is Back... in Black

27 April 2005



Motorola, Inc. today unveiled the Motorola RAZR BLK V3, the latest version of the popular and ultra-slim metal-clad flip phone that has come to redefine style and elegance in wireless communications.

Continuing to build on the momentum of its original sleek silver model, Motorola's RAZR BLK V3 is to wireless devices what the tuxedo, the knee-high black stiletto boot or the black leather jacket are to fashion. The RAZR BLK V3 compliments the previously launched RAZR V3 in sleek silver.

After months of anticipation in the marketplace, the RAZR BLK V3 is "THE" mobile device to have. It was a hot item when it was first previewed to a select audience of Hollywood's elite earlier this year at the 77th annual Academy Awards as part of Motorola's tradition of providing the top 25 actors and directors with a not-yet-commercially-available mobile phone.

A design milestone, the RAZR BLK V3 like its original V3 counterpart is made almost entirely of metal including aircraft grade aluminum,

magnesium and a first-of-its-kind nickel-plated copper alloy keypad. The feature set includes a built in camera with digital zoom, mpeg video player, speaker phone and quad-band technology which allows the phone to work in over 100 countries. In keeping with Motorola's drive for Seamless Mobility, the RAZR BLK V3 is enabled with Bluetooth(R), wireless technology which can allow voice, image and video to be easily transmitted without wires, and at an affordable price.

The next act for Motorola's "device formerly known as the cell phone" includes all the same V3 features for taking pictures, talking out loud (via speakerphone), surfing the Net and playing MP3 ringtones and Java™ games. It also offers a 2.2 hi-res color screen, 3D graphics engine, Bluetooth® functionality, and precision cut keypad with electroluminescent "cool blue" backlighting.

"The RAZR V3 was a tough act to follow, and just when you thought it couldn't get any better, the design team has come up with this jet black version which simply leaves you breathless" said Motorola's Michael Tatelman, vice president and general manager, Mobile Devices Business, North Asia. "This product is not only functional, it is quite possibly the most elegant mobile phone ever produced."

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