

Motorola Q aims at Blackberry

27 July 2005



The first no-compromises QWERTY is here: the new Q from Motorola. Featuring Microsoft's Windows Mobile software, smart, powerful, and devastatingly good-looking, the Moto Q is the ultimate power player. The world's thinnest, lightest QWERTY phone is a seamless fusion of QWERTY and phone - delivering a fully-loaded package of email, voice, and entertainment in one amazingly rich but thin device. Like its cousin the RAZR, the Q's superior voice quality makes it stand out from the competition.

The Moto Q is expected to be available in Q1 2006.

Image: Motorola Q

Boasting flexible mobile email featuring Microsoft's Windows Mobile software, advanced cellular phone technology, rich multimedia capabilities and an easy-to-use one-handed navigation thumbwheel, the Moto Q is unique. An all-in-one

handheld designed to deliver true seamless connectivity, the Q will help mobile professionals improve productivity through the power of seamless mobility.

"Wickedly cool — when's the last time you heard those words used to describe a QWERTY device?" said Ron Garriques, president mobile devices business, Motorola. "Probably never. At least until now. With the Moto Q, we've combined the best voice, data and design technology in one ultra-thin, intelligent, hard-working, and incredibly must-have device. Today's office space has the potential to be any place you want it to be with Q."

Truly Flexible Email

The uber-intelligent Q leverages Microsoft's familiar and trusted Windows Mobile software and is one of the first devices to operate on the latest release, Windows Mobile 5.0. Motorola Q delivers scalable and cost-effective mobile messaging support out of the box with Exchange 2003, and is also optimized for a variety of third party email solutions that enable an even broader set of corporate email capabilities. This provides a cost-effective alternative for businesses looking to leverage their existing infrastructure, training and support systems, while reducing the need for additional IT investment.

RAZR-Sharp Looks & Entertainment

Fifty percent thinner than its top competitors, the lightweight Q features Motorola's renown RAZR-thin design including electro-luminescent keys and a compact "antenna-inside" shape. Moto Q also hosts a large, vibrant, color screen, 'Net surfing capabilities, a 1.3 mega pixel camera with flash to help you take advantage of any downtime with fun, entertainment options. No need to grab another device on the weekend when you can leverage digital video and audio capabilities, along with cool new Bluetooth®-enabled accessories like RAZRWIRE eyewear, to balance work and play.

But great email and good looks aren't enough. True productivity demands superior voice quality too — something not always found in QWERTY devices. Leveraging Motorola's expertise in RF technology, the new Moto Q delivers the best phone experience you can get on a QWERTY. Featuring a high-quality speakerphone perfect for conference calls, voice-activated dialing, and Bluetooth functionality the Q enables hands-free multi-tasking for today's busy work environment.

APA citation: Motorola Q aims at Blackberry (2005, July 27) retrieved 29 November 2021 from <https://phys.org/news/2005-07-motorola-aims-blackberry.html>

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