



Press Information

Motorola Announces Integrated GPS Functionality For Market-Leading MC70 Enterprise Digital Assistant

Motorola's fastest-selling rugged Enterprise Digital Assistant (EDA) now enables location-based productivity for the enterprise worker

POST EXPO 2007, BARCELONA – 2 October 2007 – Motorola Inc. today introduced a new version of its flagship MC70 mobile computer, featuring integrated Global Positioning System (GPS) capability. This new option of Motorola's fastest-selling rugged mobile computer will allow organisations with field-based employees, such as postal companies, to track and manage dynamic, real-time tasking, as well as verify specific locations of activities and provide mobile workers with pinpoint navigation support to improve location-based productivity.

The MC70 has been widely embraced for its lightweight, ergonomic design and ability to withstand the rigours of everyday use in harsh environments. Protected against a variety of environmental risks, including frequent drops to concrete, and exposure to water, dust and extreme temperatures, the MC70 is optimised for both indoor and outdoor applications.

With over a quarter of a million MC70 devices being used by mobile workers each day, this device is already allowing enterprises to seamlessly connect their workers to their back office systems leading to increased productivity and customer service. Now with new locationing capabilities, Motorola's MC70 is once again connecting people and products to information resources, and transforming businesses - making them more efficient and responsive to customers to gain a competitive advantage

“Enterprise customers today have come to expect seamless information exchange with their service providers, and this relies fundamentally upon accurate, real-time information from field workers” said David Picton, industry director for logistics, Motorola's Enterprise Mobility business. “For example, mail and express enterprises need to know exactly where their packages and workers are in order to operate in a highly-competitive market. The GPS locationing functionality in the MC70 will allow them to ensure that their pickup and deliveries occur at the right place at the right time – the essence of enterprise mobility.”

The MC70 EDA delivers flexibility and global coverage with converged voice and data capture. Utilising SIRF III technology, the MC70 GPS-enabled EDA will continue to provide feature rich functionality including barcode data and signature capture in addition to wide area connectivity with support for high-speed EDGE networks, wireless 802.11a/b/g networks and Bluetooth.

One company that has created software compatible with the Motorola MC70 is ALK Technologies, with its award-winning CoPilot® Live navigation system. CoPilot Live takes full advantage of the device's in-built GPS receiver and mobile Internet connectivity to provide business-specific satellite navigation with integrated fleet management – all in one data centric device.

“We are already witnessing how professional satellite navigation can help improve the efficiency of mobile work forces of all sizes by reducing driver stress and significantly decreasing wasted mileage between appointments,” said Dan Popkin, sales director of ALK Technologies Ltd. “In addition, integrated fleet management improves communication with field workers and helps businesses demonstrate their Duty of Care to their mobile employees.”

The GPS-enabled MC70 will be showcased in Barcelona at Post Expo 2007 and at the IT Convergence Show in Paris in October 2007. The MC70 GPS version will be available for sale worldwide in the first quarter of 2008.

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$42.8 billion in 2006. For more information about our company, our people and our innovations, please visit www.motorola.com.

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