



# MC17 Series Partner Brief

## Executive Summary

Help your retail customers deliver the store of tomorrow, today with the wireless Motorola MC17 Series Retail Mobile Computer. In the highly competitive retail industry, the MC17 enables retailers to deliver differentiating value that provides consumers with greater control of their shopping experience — while also maximizing associate productivity. This next generation retail appliance:

- Provides a new level of self-service by giving consumers the power to scan items while they shop for a rapid checkout, check pricing and product information, find complementary items and receive personalized promotions. This new level of customer self-service builds greater customer loyalty and increases sales, ultimately allowing retailers to gain a larger market share in a crowded and price sensitive market.
- Provides employees with a tool to answer customer questions on the spot, streamline and error-proof inventory management and reduce wait times with line busting capabilities.
- Provides a new level of associate-assisted service in arenas, theme parks and other event-type venues by allowing workers to quickly scan the bar codes on tickets and concession stand purchase to minimize wait times.

Optimized for standard, web-based application development and real-time integration with point of sale (POS), the MC17 Series provides true value to software partners, system integrators and retailers. Devices operate on Microsoft's Windows CE with support for Internet Explorer, providing standard and familiar tools for application development.

On-board support for Motorola PocketBrowser offers a feature-rich programming environment for quick and easy development of robust mobile solutions that integrate a wide range of enterprise mobility features such as bar code scanning, cradle and LED functions, mobile printing and more. And the optional Java-based server software provides the foundation from which custom applications are built to interface with industry-standard POS systems, including Retail Integration Framework (RIF).

Unlike competitive offerings, the MC17 Series is designed for intuitive use in retail environments. Both models in the series, the MC17A and MC17T, offer the same easy and fun to use interface and large color QVGA screen to support rich interactive content. The MC17A is ideal for basic customer and associate applications, while the MC17T adds a backlit touchscreen, faster processor and additional memory for more sophisticated applications and data entry capabilities.

The primary target market for the MC17 Series is retail — including grocers, warehouse clubs, department stores, do-it-yourself and big-box stores. Having experienced significant erosion in customer loyalty and market share over the past decade, many retailers are looking for innovative technical solutions to enhance the consumer shopping experience by providing differentiated value from the competition.

Help your retail customers revolutionize the consumer experience today and realize the benefit of enhanced employee productivity with the MC17 Series — the next generation retail mobile computer.

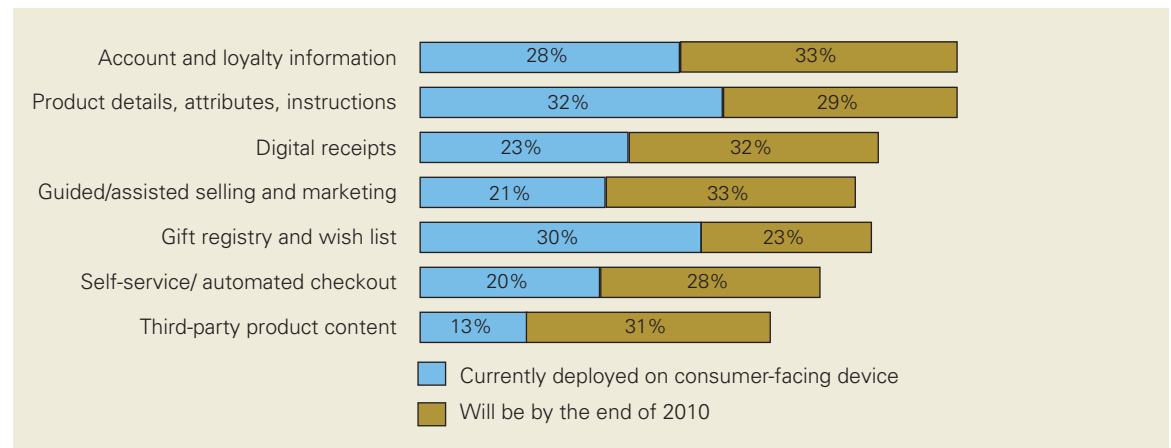
# The market opportunity

## What the experts are saying

According to Gartner Dataquest, global retail industry IT spending will grow from \$117.8 billion to \$139.4 billion in 2009, a compound annual growth rate of 3.4 percent.<sup>1</sup> A recent survey by AMR Research published in July 2008<sup>2</sup> found that 68 percent of retailers will have employee-facing portable devices in place by the end of 2010 — a four-fold increase from today. Additionally, 61 percent of retailers plan to deploy consumer-facing portable devices by the end of 2010.

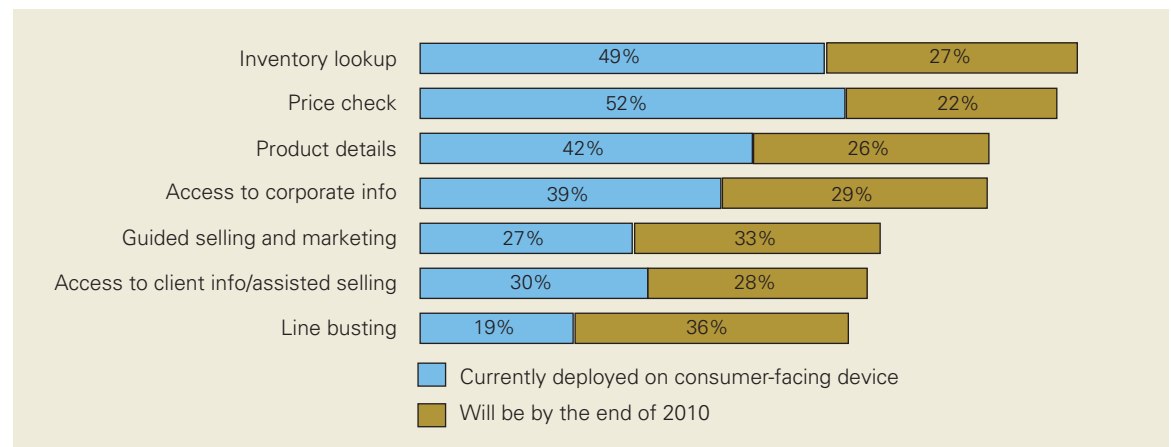
The same survey analyzed the key applications for retailers on both employee-facing and consumer-facing devices. Some of the findings are shown below in Figures 1 and 2. Responses indicate an excellent opportunity for the MC17 Series, which directly addresses many of key initiatives for both the employee- and consumer-facing tools.

**Deployment of applications across all consumer-facing devices<sup>1</sup>**



**Figure 1**

**Deployment of applications across all employee-facing devices<sup>1</sup>**



**Figure 2**

<sup>1</sup> Gartner Dataquest: "Forecast: Retail Sector IT Spending, 2004-2009." September 9, 2005

<sup>2</sup> AMR Research, from IBM-sponsored Webinar "Serving the New Consumer through Self Service," 2008

## Market positioning: competitive products

The following chart highlights the key strengths and weaknesses of the top two competitive products:

### Competitive product analysis

| Product                       | Key Strengths   | Key Weaknesses  | Key Threats   | Pricing     |
|-------------------------------|---|---|---|-------------|
| <b>Datalogic Joya</b>         | Strong messaging around 1-2-1 marketing and CRM<br>Green dot decode (projected on item being scanned)<br>More powerful than predecessor<br>802.11a/b/g<br>WPAN: Bluetooth 1.2   | Less ergonomic than MC17<br>Uses Motorola's larger scanner<br>Software is customized and developed in-house<br>Direct channel model   | New to market<br>Strong presence in EMEA<br>Able to upgrade existing installed base | ASP: TBA    |
| <b>Wincor Nixdorf PSA /go</b> | CE 5.0<br>PXA270 520 MHz<br>1/4 VGA color display & touch panel<br>IP54 sealing<br>Proximity sensor with auto-scan<br>Integrated SD card<br>WPA and TKIP security<br>Rugged communicator with VoIP phone, bar code reader, WLAN | 802.11b/g only<br>Less favorable ergonomics: thick in the hand<br>Not 'fool' proof, easy access to battery<br>Non-intuitive operation: keys are on sides of terminal<br>Rugged specifications for self-scanning | Able to position product with their POS software                                    | ASP: >\$500 |

## Target markets

Target applications for the MC17A and MC17T are illustrated in the table below:

| Market                           | MC17A  | MC17T  |
|----------------------------------|--|--|
| <b>Retail-Consumer</b>           | Grocery self-scanning<br>Self checkout<br>Gift registry<br>Mobile price checking<br>Product information and location       | Multi-basket, self scanning<br>Product information and location<br>Gift registry<br>Guided selling<br>Price checking<br>Product availability |
| <b>Retail-In-store Associate</b> | Not targeted at non-retail applications  | Stock look-ups<br>Price verification<br>Mark downs<br>Line busting<br>Wireless POS<br>Customer service                                       |
| <b>Non-Retail</b>                | Scan-only applications for tickets and more at:<br>Theme park attractions<br>Arenas<br>Other customer entertainment venues |  |

## Market by company size

The MC17 Series is ideal for a broad range of retail customers — from small three lane grocers looking to cost-effectively address mid-week shopping bursts and large department stores wanting to

enhance customer loyalty programs and big box stores seeking to reduce checkout lines and long wait times. The MC17 is also a great solution for scanning tickets at stadiums, theme parks and more.

## Target customers

Following are the types of individuals you can expect to interact with during the MC17 Series sales cycle, and their key concerns:

- Store operations
  - Customer efficiency
  - Store flow
  - Service levels
- Customer service
  - Improving overall customer experiences
  - Memberships and loyalty programs
  - Achieving competitive advantage
- Director of IT
  - Standards based architecture to enable ease of integration
  - Application development time and costs
  - Manageability
- Board-level management (for large deployments)
  - New store openings
  - Reconfigured formats
  - Self-checkout and POS upgrades

## Business proposition

This section outlines the investment required to sell the MC17 Series, the revenue opportunities associated with the hardware and accessories, and the incremental revenue opportunities associated with software application development, integration and support services, and management solutions.

## Your investment

The investment required by Motorola business partners to sell the MC17 Series is summarized in the following chart:

| Description             | Approximate Cost   |
|-------------------------|--|
| Motorola Sales Tools    | Available at no cost   |
| Certification Costs     | Not required   |
| Training Costs          | Necessary if MC17 server framework is used   |
| Cost for Demo Units     | Approximately \$1,000: includes unit, cradle, power supply and cables (Contact Motorola account manager for details) |
| <b>Total investment</b> | <b>\$1,000</b>   |

# The many revenue opportunities

## Hardware revenue: product and accessories

The following charts list the available MC17 Series configurations and available Motorola accessories and peripherals, illustrating the revenue potential from the hardware portion of a Motorola-based MC17 Series solution sale.

## Software revenue

Application development provides a strong revenue opportunity for software partners. Many retailers will require development and real-time integration with store POS and customer database systems in order to develop meaningful end-user solutions. In addition, system integrators can help retailers integrate applications with their POS and CRM systems. These partners can help retailers minimize the time and risk typically associated with developing, customizing, and integrating store-level solutions.

## Integration and enhanced services revenue

Enterprise Mobility Services provides you with a significant opportunity to earn more revenue and increase your profit margin by offering your customers a complete solution. Motorola's flexible, channel-ready services are designed to meet your customers' needs and create a positive customer

experience. Enterprise Mobility Services agreements deliver ongoing support and maintenance post deployment, helping to ensure maximum uptime and peak system performance for your customers. When you resell Enterprise Mobility Services, you ensure your customers will get the services they need — when they need them.

Industry research shows that customers are more likely to select service plans when they're bundled with a hardware quote. As our partner in selling Motorola products, it benefits you, as well as the customer, to bundle Motorola's industry-leading customer services into each sale, providing expert technical support and repair services to maximize product uptime.

## Management solutions revenue

Motorola Mobility Services Platform (MSP) represents yet another incremental revenue opportunity for Motorola's partners. Motorola MSP delivers real value for your customers, enabling easy and cost effective centralized remote management of MC17 terminal devices, significantly reducing the management costs typically associated with mobility solutions — as well as the total cost of ownership.

## MC17 Series Hardware

| Customer Order P/N | Description   | List Price | Discount Category |
|--------------------|---|------------|-------------------|
| MC17A-00           | Terminal, 802.11a/b/g, 64/64 RAM/ROM memory, non-touch display, CE 5.0 with Motorola Pocket Browser                                 | \$995      | 1A                |
| MC17T-00           | Terminal, 802.11a/b/g, 64/64 RAM/ROM memory with On-board 1G SD flash, Resistive Touch display, CE 5.0 with Motorola Pocket Browser | \$1,195    | 1A                |

Note: Customers who require custom bezels on MC17s out of box must first submit the custom products form for sample approval

## MC17 Series Accessories

| Customer Order P/N | Description  | List Price | Discount Category |
|--------------------|--|------------|-------------------|
| PSS-3CR01-00R      | Standard Locking/Charging Cradle with Locking Pin Key  | \$200      | 1A                |
| PSS-3CR01-NLR      | Standard, Non-locking Charging Cradle  | \$150      | 1A                |
| 25-66420-01R       | DC Charging 19.5 inch cable; runs from the Power Supply (50-14000-241R) to one charging cradle (PSS-3CR01-00R or PSS-3CR01-NLR)                    | \$25       | 1A                |
| 25-66210-01R       | DC Charging 19.5 inch Y Shaped Cable; runs from the Power Supply (50-14000-241R) to two separate charging cradles (PSS-3CR01-00R or PSS-3CR01-NLR) | \$30       | 1A                |
| 50-14000-241R      | Power Supply, Universal, Charges twelve (12) MC17 devices  | \$100      | 1A                |
| 50-16000-220R      | AC Line Cord, International  | \$10       | 1A                |

**MC17 Accessories (continued)**

| Customer Order P/N | Description  | List Price | Discount Category |
|--------------------|--|------------|-------------------|
| PSS-3SH01-00R      | Cart Holder Mounting Kit   | \$11.90    | 1A                |
| 23844-00-00R       | US AC Line Cord, 7.5 ft. 3 wire  | \$10       | 1A                |
| 25-66430-01R       | Cradle Interconnection Cable (60 inch); connects cradles to each other to run off one power supply (50-14001-004R) at a maximum of 12 cradles    | \$30       | 1A                |
| 25-66431-01R       | Cradle Interconnection Cable (12.6 Inch). Connects Cradles to each other to run off one power supply (50-14000-241R) at a maximum of 12 cradles. | \$25       | 1A                |
| 25-67592-01R       | DC Charging 39.7 inch (1 meter) Y shaped cable; runs from the power supply (50-14001-004R) to two separate charging cradles (PSS-3CR01-00R)      | \$30       | 1A                |
| 25-101374-01R      | MC17 Development Cable: Connects the mobile computer to a host computer along with the USB cable.  | \$35       | 1A                |
| PSS-3LB02-00R      | Labels: AST-3 Location Bar Code Labels (1 ea)  | \$59       | 1A                |
| PSS-3LB03-00R      | Labels: AST-3 Location Bar Code Labels (12 ea)   | \$300      | 1A                |
| PSS-3KY01-20R      | Pin Key for PSS Standard Locking/Charging Cradle (PSS-3CR01-00R)   | \$150      | 1A                |
| PSS-3PS04-00R      | PSS Grey Plastic Housing for Power Supply (50-14000-241R)  | \$105      | 1A                |
| KT-098273-00R      | MC17A Bezel Kit, Gray, 50 pack   | \$750      | 1A                |
| KT-098274-00R      | MC17T Bezel Kit, Gray, 50 pack   | \$750      | 1A                |
| KT-114012-01R      | Kit: Protective Screen Overlay, 10 pack  | \$100      | 1A                |
| 11-42794-03R       | Stylus (3 pack) for use with MC17T   | \$6.30     | 1A                |
| BTRY-MC17RABOE-10  | Replacement Battery Pack, 10 pack  | \$200      | 1A                |
| BTRY-MC17RABOE-50  | Replacement Battery Pack, 50 pack  | \$900      | 1A                |

**Entrance Unit Components (Optional)**

| Customer Order P/N | Description   | List Price | Discount Category |
|--------------------|---|------------|-------------------|
| MK2250-0N0SFKBWTWR | Micro Kiosk, wireless, touch screen   | \$2,307    | 1A                |
| 50-14001-006R      | Power Supply (Note: When purchasing a power supply, a DC Line Cord and AC Line Cord must also be ordered) | \$84       | 1A                |
| 23844-00-00R       | AC Line Cord, 2.3M, grounded, NEMA 5-15P plug (Associated countries: Brazil, United States)               | \$10       | 1A                |
| 21-61210-02R       | Wall Mount Kit  | \$73       | 1A                |
| 25-85052-01R       | DC Line Cord (PS to MK)   | \$10       | 1A                |
| 21-61836-01R       | Micro Kiosk Magnetic Stripe Reader  | \$175      | 1A                |

For a complete and up-to-date list of International line cords for power supplies and all available accessories for the MC17 Series, please refer to Solution Builder.

# Key selling points

In this section, we take a look at the value proposition the MC17 delivers to your customers, the key product differentiators and questions that can help you qualify an MC17 solution opportunity.

## The value proposition

The MC17 gives the brick and mortar retailer a competitive edge through higher sales, increased customer loyalty, and enhanced associate productivity and efficiency.

- **Increases per-basket revenue:** By delivering target promotions — including coupons for a customer's favorite products or recommendations based on basket items — the MC17 results in larger basket size, and higher sales, per customer visit.
- **Increases customer satisfaction and loyalty:** By giving shoppers faster, more personalized service, the MC17 delivers a unique and enhanced in-store experience that encourages repeat visits in a highly competitive retail environment. Customers enjoy convenient access to a wide range of information — from a product's location and price verification to a summary of their loyalty points and coupons for favorite items. The MC17 also streamlines the checkout process with shorter lines, rapid checkout, and even self-checkout options.
- **Improve the customer experience in non-retail environments:** Wireless bar code scanning and wireless point-of-sale functionality combine to enable associates in theme parks, arenas, theaters and other event locations to keep ticket and concession lines moving — improving service levels and the likelihood of a return visit.
- **Enhances CRM programs:** The MC17 gives retailers a unique opportunity to get to know customers, their buying habits and preferences. The MC17 can identify and welcome each shopper, as well as gather key information on their purchase and shopping behaviors. This information can be wirelessly sent to CRM systems in real time — giving retailers actionable information to create one-to-one marketing programs and gauge the effectiveness of their promotions efforts.
- **Increases in-store associate productivity:** The MC17 mobile computer can double as an employee productivity tool — enabling staff to efficiently perform inventory, receiving, line busting, and customer service tasks.
- **Reduces total cost of ownership:** Motorola's durable construction translates into less breakage, and lower repair and replacement costs. And

Motorola MSP reduces the time and costs associated with day-to-day management, enabling IT staff to roll out or update thousands of terminals at the press of a button.

- **Protects product uptime:** The MC17 is eligible for Service from the Start with Comprehensive Coverage, providing an additional layer of investment protection that goes far beyond normal wear and tear. This unique service covers internal and external components damaged through accidental breakage, as well as select accessories that ship together with the MC17 (includes styluses, screen protectors, hand straps and battery doors, where applicable). In addition, it includes replacement coverage of the MC17 battery. For more mission-critical support, Service from the Start On Site System Support agreements deliver flexible on-site product repair and yearly preventative maintenance visits.

## Differentiators

The MC17 Retail Mobile Computer offers a number of strategic and technical product differentiators including:

- **Lightweight, sleek design:** Unlike other portable self-scanning solutions, the MC17 was designed for retail consumer use. The needs and preferences of consumers and first time users have factored in to all ergonomic and design decisions — from its slim design to an easy-to-hold handle and simple keypad layout. Competitive solutions are re-branded mobile computers that use Motorola's larger scanner (in the case of Datalogic), leading to an unfavorable brick-like design and feature overload for the personal shopper.
- **Open server architecture:** Standard .Net or Java-based MC17 server software facilitates POS application development and integration with industry-standard POS systems, including IBM's RIF.
- **802.11a/b/g:** The MC17 works with virtually any wireless LAN and allows your customers to segment traffic related to customer access for security and to protect Quality of Service.
- **Optional touch screen:** The MC17T model offers an easy-to-use touch screen and enhanced features to support a richer multimedia and highly intuitive/interactive experience for customers and employees alike. Customers simply tap on the screen to get started — just like on an ATM bank machine. It increases the 'fun-factor' for customers in the store, and minimizes training for sales associates — critical in an industry with high turnover rates.



- **Customizable top cover:** The MC17 offers a customizable, field changeable top cover that serves as an effective marketing vehicle — allowing retailers to customize covers for their own branding and seasonal promotions. In addition, retailers can create addition revenue streams by offering the space to consumer packaged goods manufacturers for their own advertising and promotions.
- **Rapid application development:** With Motorola PocketBrowser included in the operating system image, software vendors and system integrators can quickly develop robust custom applications for their retail customers.
- **Support for Motorola Mobility Services Platform (MSP) for unprecedented simplicity in managing mobile devices:** The addition of Motorola MSP 3.2 enables retailers to provision, upgrade and troubleshoot MC17 terminals from a centralized remote location.
- **Service from the Start with Comprehensive Coverage:** Motorola's Enterprise Mobility Services are one of the top differentiators of Motorola products. Customers rely on Motorola to keep their businesses running. Now they can rely on the most complete service program Motorola has ever offered. Service from the Start with Comprehensive Coverage goes beyond "normal wear and tear" to cover internal and external components damaged through accidental breakage, as well as select accessories that ship together with the MC17 (includes styluses, screen protectors, hand straps and battery doors, where applicable). In addition, it includes replacement coverage of the MC17 battery. There's no better way to give your customers total peace of mind and lower their cost of ownership.
- Do you currently have an online membership program for customers who come to your stores?
- Do you currently have the Portable Shopping System (PSS) installed?
- Would you like to deliver more robust, targeted, applications for consumers who shop at your store?
- Are you planning to install self-service kiosks? Self-checkout?
- Are you planning to upgrade your Point of Sale System(s)?
- Are you planning to change your store checkout lane format?
- Are you looking for a new inventory or pricing management tool for store employees?
- Would your IT staff benefit from centralized management for all terminals — remote provisioning, upgrading, and troubleshooting?
- Would you like the flexibility to be able to either brand the unit with your logo or offer revenue generating 'ad space' for manufacturers on the faceplate?

#### **Uncover the specifics of the opportunity, and areas where the strengths of the MC17A and MC17T are key selling points:**

- Do your customers ever have to wait in long checkout lines?
- Do your employees spend too much time helping shoppers locate items or check pricing? Could their time be better spent on other tasks?
- How effective are your current marketing promotions? Could you benefit from 1:1 targeted promotions?
- How well do you know each customer, their buying habits and preferences?
- Are you looking to differentiate yourself from the competition?

#### **Uncover the technical environment:**

- What security protocols are required?
- What back-end systems will you need to integrate? What POS system are you using?
- Will you perform your own application development and customization?

## **Qualifying your customer**

The following questions will help uncover underlying needs that can be addressed with the MC17 Series.

#### **Uncover the business problem:**

- What business problem are you trying to solve through use of a consumer-facing portable shopping solution — competitive pressure, long checkout lines, real-time pricing, need for instant, more effective promotions and discounts?

#### **Uncover any upgrade opportunity:**

- Is improving consumer loyalty a main initiative for your stores?



# Enterprise Mobility Services

As our partner in selling Motorola products, you can benefit from offering your customers a complete solution that includes our industry-leading Enterprise Mobility Services. Selling services up front results in a higher attachment rate. In addition, it provides a unique opportunity to increase your profit margin while providing a renewable revenue stream for your business.

Motorola's flexible, channel-ready services are designed to give your customers the services they need — when and where they need them. In addition, Motorola services benefit your customers' businesses by:

- Providing expert product repair and telephone technical support
- Protecting product uptime
- Ensuring they get the most value from their Motorola investment
- Protecting their investment in our technology

## Motorola MC17 Customer Services opportunity

Motorola Service Center facilities are equipped with the latest tools and applications to deliver the highest level of technical service and expertise. In addition, Motorola's Enterprise Mobility Services ensure maximum performance throughout the lifecycle of the MC17 Series.

You have an excellent opportunity to upsell Service from the Start programs with the MC17. Service from the Start guarantees a specific level of support for your customers' critical in-store solutions. They can pay "a little now" for extended services or pay "a lot later" in the event of a repair and lost downtime. And new, lower, competitive pricing means your customers receive premium support for only a few dollars per unit per year.

|   | Service Level | Time of Purchase  | Length of Coverage        | Details   |
|---|---------------|---|---------------------------|---|
| <b>Service from the Start with Comprehensive Coverage</b> | Bronze, Gold  | Up front with the hardware (prepaid) or within 30 days thereafter | Three years or five years | <ul style="list-style-type: none"> <li>• Multiple years of seamless coverage at a onetime, upfront cost</li> <li>• Covers: normal wear and tear; internal and external components damaged through accidental breakage; and select accessories that ship together with the MC17 (includes styluses, screen protectors, hand straps and battery doors (where applicable))</li> <li>• Includes replacement coverage of the MC17 battery</li> <li>• Depot repair with 3-day in-house turnaround time for Bronze service</li> <li>• Advance device replacement for Gold service</li> <li>• Telephone technical support, customer's local time</li> <li>• Automatic application of engineering changes</li> </ul> |
| <b>Service from the Start On Site System Support</b>      | N/A           | Up front with the hardware (prepaid) or within 30 days thereafter | Three years               | <ul style="list-style-type: none"> <li>• Fast response time <ul style="list-style-type: none"> <li>– Field Service Representative responds on site next business day</li> </ul> </li> <li>• Service agreement includes: <ul style="list-style-type: none"> <li>– Comprehensive Coverage for no additional charge</li> <li>– Replacement coverage of the MC17 battery</li> <li>– Yearly preventative maintenance visits</li> <li>– Access and rights to entitled software releases</li> <li>– Full access to technical support resources</li> </ul> </li> </ul>  |

## Sales tools

This section details the product classification, where you can find additional information, available training and certification programs, and dates of availability.

### Product classification

The MC17 device alone is a Class 2A product that does not require certification — all PartnerSelect members who are qualified to sell Class 2A products are eligible to sell the MC17.

The MC17 Server Framework Software does require certification — note, not all MC17 deployments will require the MC17 Server Software.

### Sales and reference materials

Sales support materials for the MC17 Series can be found in the following locations:

MC17 Product Home Page:  
<http://www.motorola.com/MC17>

Motorola Partner Hallway:  
<http://www.symbol.com/partner-reception>

Solution Builder:  
<http://sb.symbol.com/SB641/en/US/partnerMkt/SB>

Services:  
<http://www.motorola.com/business/services>

Training:  
<http://edu.symbol.com>

### Training and certification

While there are no required product specific certifications for the MC17 Series, the following training courses are available to assist in your sales efforts:

Product Sales Presentation will be available on Partner Hallway

### Key dates

MC17T: Currently available  
MC17A: Available in April 2009

## Why Motorola

When it comes to delivering mobility solutions

your customers can depend on, turn to the

company chosen by enterprises around the

world in nearly every industry — Motorola.

Every day, companies of nearly every size —

from a majority of the Fortune 500 companies

to small to medium size organizations — count

on Motorola to streamline processes and

maintain a competitive edge. When you

choose Motorola enterprise mobility solutions,

you choose a leader that offers over 30

years of experience in bar code reading,

mobile computing and wireless infrastructure

technology development and deployment

— including a long history of industry firsts.

When you choose Motorola's mobility solutions,

you give your customer the power to drive

inefficiencies out of business operations — and

productivity and profitability in.

### Contact information

For more information on how the MC17 Series and other Motorola enterprise mobility solutions can help your customers, please contact us at 1.800.722.6234 or +1.631.738.2400, or visit us on the web at: [www.motorola.com/MC17](http://www.motorola.com/MC17).



## PARTNER BRIEF

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**MOTOROLA**

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