



MOTOROLA MILESTONE™ XT720

SELL IT IN 60 SECONDS

Welcome to the extraordinary new Motorola Milestone XT720 powered by Android 2.1. It's one of the slimmest smartphones around, yet boasts HD video capture, an 8MP camera and Xenon flash, and the latest mobile internet experience to delight, entertain and inform.

Motorola Milestone delivers high speed web-browsing and the capacity to support up to 8 open browser windows. The huge 3.7", WVGA display shows full page websites, videos, 3D games or photos in glorious detail. Plus, a suite of Google™ mobile applications are integrated, including: Google Search™, Google Maps™, Google Mail™ and YouTube™, plus access to thousands of apps via Android Market™.

Not only can you shoot videos in 720p, you can play them out directly to your HDTV via HDMI cable, which is supplied free with every phone.

As well as sporting an 8MP camera, the Motorola Milestone is the first Android device to feature a Xenon Flash, so you will always capture great quality shots, even in tricky low light conditions. The true camera experience is further enhanced by Smart Image capture, including easy panorama, face detection, multi-shot and so much more!

PRODUCT KEY HIGHLIGHTS



TELL IT



MILESTONE XT720 breaks new ground for Android smartphones by offering an 8MP camera with Xenon Flash and a 720p HD camcorder. It allows you to capture HD videos with your phone and then watch them on your HDTV with the inbox HDMI cable.

WHO TO






Leading Edgers. Individuals age 25-40 who are accomplished, driven, engaged professionals with busy lives. They are looking for an outstanding internet/web experience as well as a high-tier messaging device. They don't want to compromise.

WHAT'S COOL


DESIGN

Key Features	Consumer Benefit
Just 10.9mm thin	Experience one of the world's slimmest 8MP smartphones
 3.7" WVGA 480 x 854 screen	View full websites; enjoy cinematic navigation through music, videos and maps
 Customization	Personalize the 5 main displays, get live widgets and wallpapers

EXPERIENCE

Key Features	Consumer Benefit
 8MP camera with Xenon Flash (and mechanical shutter), autofocus, HP image Pipe and x10 digital zoom	Snap digital camera-quality photos even in low light environments; high speed mechanical shutter captures fast-paced action for crisp shots
Scene controls and effects	Smart image capture enables easy panorama, face detection, multi-shot, face filter, red eye reduction and camera shake prevention
 HD capture/playback with HDMI to HDTV	Capture life's moments in high-definition directly on your phone, watch them on your HDTV with the included HDMI cable
Google™ mobile services	Enjoy Google Search™, Google Maps™, Google Mail™, YouTube™, and thousands of apps from Android Market™; Android 2.1 gives you live wallpapers and Google Navigation™ ¹
 8GB memory card inbox; optional, removable memory up to 32GB	Store all the photos, music and even movies you want so everything is at your fingertips
 MOTONAV™	Get spoken turn-by-turn directions whether you are on the street or in your car
 Advanced Mobile Office	Manage separate or synced work and personal inboxes, Google Mail™ integrates and supports multiple accounts; supports document editing and viewer

QUALITY

Key Features	Consumer Benefit
 Incredible speed	High-speed web browsing with HSDPA, Wi-Fi and Android Webkit; 550Mhz processor combined with 3D graphics acceleration make apps run super smoothly
Advanced touch features	Effortless pinch-to-zoom and double tap; capacitive touch for smooth screen scrolling



MOTOROLA MILESTONE™ XT720

COMPARE IT	BEST	BETTER	GOOD	Competitive Intelligence
FEATURES	MILESTONE XT720	SONY ERICSSON X10	SAMSUNG WAVE S8500	HTC DESIRE
Display size	3.7" (480 x 854)	4"	3.3"	3.7" (480 x 800)
Camera	8MP, Xenon Flash	8MP, LED Flash	5MP, LED Flash	5MP, no Flash
Video capture	HD video capture at 720p with HDMI (inbox) to HDTV	WVGA	HD 720p	WVGA @15 fps
External memory	8GB card inbox (up to 32GB expandable)	8GB card inbox (up to 16GB exp)	1.5GB user memory (up to 32GB exp)	4GB card inbox (up to 32GB exp)
HSDPA/HSUPA	HSDPA 10.2 / HSUPA 5.76	HSDPA 7.2 / HSUPA 2.0	HSDPA 7.2 / HSUPA 2.0	HSDPA 7.2 / HSUPA 2.0
Thinness	10.9mm	13mm	10.9mm	12.9mm

EASY TO



1 After capturing video and saving it to your SD card, connect the HDMI cable to your phone and TV.

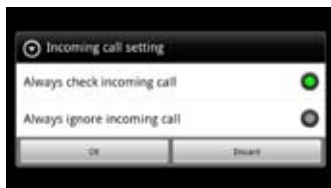
2 Open the app tray.



3 Select the Media Gallery app and choose the video you want to watch. Press Play.



4 When the video is playing, tap the submenu button. Choose Display on TV.



5 Decide whether you want to accept calls while watching the video.



6 Press the Play button, sit back and enjoy your HDTV video!

ACCESSORIZE IT



Docking station

- Easily charge and transfer data
- Sleek, elegant design



HDMI cable

- Shoot in 720p, and play it out directly to your HDTV
- Supplied free with every phone



32GB microSD™ removable memory card

- Store more of your favorite music, photos and videos
- Quickly transfer files to and from your computer

GOT IT

KEY FEATURES

- Powered by Google™ Android 2.1
- Google™ Android webkit (full HTML 5)
- OpenGL ES 2.0 support, 2D/3D accelerator for graphics

Camera: 8MP camera with Xenon Flash, autofocus, 10x digital zoom, auto-timer, mechanical shutter, Backside Illuminated Sensor, Image Signal processing, Smart Image capture (multi-shot, easy panorama, face detection, face filter, red eye reduction, camera shake prevention)

Video: HD 720p capture, HDMI to HDTV (HDMI cable in box), H.264, MPEG4, WMV v9

Audio: FM Radio Receive, AAC, AAC+, AAC+ Enhanced, AMR NB, AMR WB, MIDI, MP3, WAV, WMA v9

Connectivity: USB 2.0 High Speed, Bluetooth® 2.1 + EDR², A2DP & AVRCP, 3.5mm headset jack, Wi-Fi, Mobile HDMI, type D

Memory: 8GB inbox memory, 32GB expandable

Messaging: MMS, SMS, email (POP3/IMAP embedded, push email) IM (Embedded), Android Webkit (Flash ready)

GPS: Turn-by-turn navigation with MOTONAV™, aGPS & E-compass, Google Navigation™ (available for free download in Western countries from June 2010)

Other: Standalone GPS/E-compass, 3 axis Accelerometer, OpenGL ES 2.0 support, 2D/3D accelerator for Graphics, Proximity Sensor, CrystalTalk™, 1390mAh Battery

Form Factor: Capacitive Touch Tablet

Display: 3.7" 480 x 854 FWVGA WVGA TFT

Networks: WCDMA 1700/2100, GSM 850/900/1800/1900, HSDPA 10.2Mbps (Category 9/10/7.2Mbps (Category 7/8), EDGE Class 12, GPRS Class 12, HSUPA 5.76Mbps

Dimensions: 60.9 x 115.95 x 10.9mm

Size: 79.7 cc

Weight: 160 g

Processor: 550MHz

WLAN: 802.11 b/g

Talk Time (3G):³ 270 min (4.5 hours)

Talk Time (GSM):³ 540 min (9 hours)

Standby Time:³ 320 hours

Certain features, services and applications are network dependent and may not be available in all areas; additional terms, conditions and/or charges may apply. All features, functionality and other product specifications are subject to change without notice or obligation. Contact your service provider for details.

1 Available in certain markets only.

2 This device supports Bluetooth HSP, HFP OPP, and SPP profiles. In order for Bluetooth devices to communicate with one another, they must utilize the same Bluetooth profile. To determine the profiles supported by other Motorola devices, visit www.motorola.com/bluetoothconnect. For other devices, contact their respective manufacturer. Certain Bluetooth features including those listed may not be supported by all compatible Bluetooth-enabled devices, and/or the

functionality of such features may be limited in certain devices, or by certain wireless carriers. Contact your wireless carrier about feature availability and functionality.

3 All talk and standby times are quoted in Digital Mode, and are approximate. Battery performance depends on network configuration, signal strength, operating temperature, features selected, and voice, data and other application usage patterns.

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