



MOTOROLA FLIPOUT™ with MOTOBLUR™

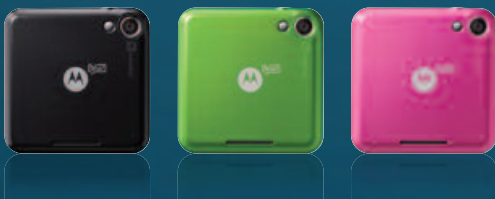
SOMETHING TO FLIP OVER

SELL IT IN 60 SECONDS

- The MOTOROLA FLIPOUT with MOTOBLUR helps you stand out while staying in the loop. The 7.1-centimeter touch screen pivots to reveal a five-row QWERTY keypad with a separate number row that makes on-the-go messaging easier than ever. FLIPOUT's compact, square shape fits nicely in your pocket, palm or purse, so you never have to be disconnected from what's important to you.
- FLIPOUT comes with the latest version of MOTOBLUR, the only service that syncs your friends, messages, social network updates and more from your favourite accounts to the home screen with continuous updates and back-ups. It also gives you the ability to remotely locate and wipe your phone if it is ever lost or stolen. Plus, the new, customizable filters put you in control of the updates you receive, so you can follow who and what really matters and filter out the rest.
- Motorola's exclusive CrystalTalk™ PLUS technology amplifies your voice while filtering out background noise so friends can hear you – even if you're calling from a concert or crowd.
- Not only that, but it comes pre-loaded with a rich HTML Web browser with Adobe Flash Lite® 3 and access to thousands of apps on Android Market™. Concerned about battery and data usage? New settings help keep you in control.

MULTIPLE COVER COLORS

It's easy to express your personal style with multiple cover colors included in-box.





PIVOTING DESIGN

The pivoting action of this smartphone's unique touch screen offers a cool, compact design that fits nicely in your palm, pocket or purse. Pivot open the touch screen to expose a five-row QWERTY keypad with a separate number row for easy, on-the-go messaging and dialing.

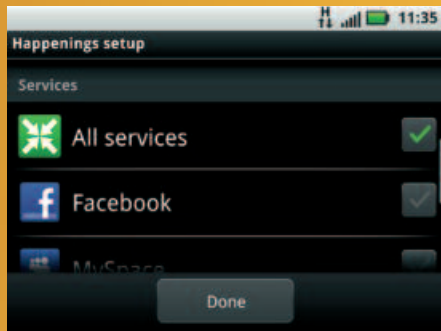


ENHANCED MOTOBLUR™



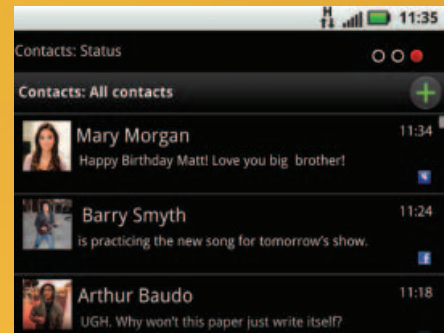
MESSAGES AND UPDATES

MOTOBLUR pushes your photos, messages and social status updates – from Facebook®, MySpace™, Twitter, work and personal email, and more of your favourite accounts – straight to your customizable home screen, ready for immediate reply without extra logins or apps to open. Plus, customizable filters on the Happenings and Messages widgets put you in control of the content you receive.



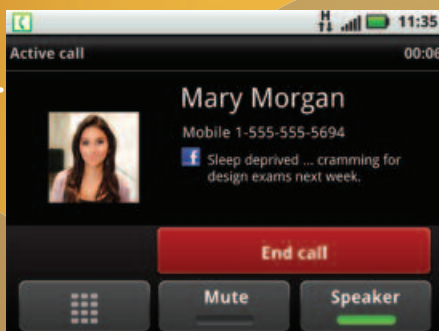
CONTACTS

MOTOBLUR syncs, consolidates and auto-updates contacts from your social accounts, Google Mail™, and work and personal phonebooks. It also threads status updates and profile pics through your calls, messages and phonebook. Stay connected with everything in one place.



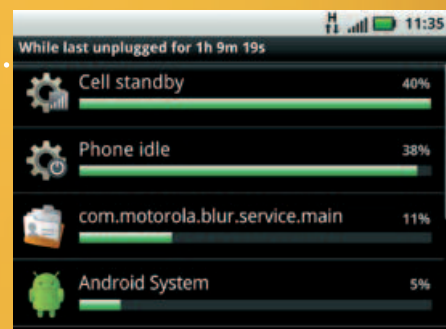
CRYSTALTALK™ PLUS

Hear and be heard with crystal clear sound. Motorola's CrystalTalk PLUS technology amplifies your voice and filters out background noise for clearer calls even when calling from a concert or loud crowd.



BATTERY MANAGER

The new Battery Manager feature helps you take charge of your charge. Manage your phone's power consumption by choosing the Battery Profile that best suits your usage habits. Select Battery Use to view what has been using the battery most. Spend less time worrying about running out of juice and more time using it.



PRODUCT KEY HIGHLIGHTS



WHAT'S COOL

KEY FEATURES

CONSUMER BENEFIT

Top 5 Features

	Pivoting Design	This pocketable smartphone is as unique as you are with its touch screen design that pivots to expose a five-row QWERTY keypad with a separate number row.
	Enhanced MOTOBLUR™	More customization with control options for messages and social network updates. The home screen's Messages and Happenings widgets sync and filter your emails, texts and updates. Multi-select emails.
	Messages and Updates	
	Contacts	Synced, consolidated and auto-updated contacts from across accounts. Global Address Lookup and address history lookup.

	CrystalTalk™ PLUS	Filters out background noise and gives you great voice quality so you can get the latest scoop without any interference.
	Battery Manager	Manage your phone's power consumption by choosing the Battery Profile that best suits your usage habits. Select Battery Use to view what has been using the battery most.

Additional Features

	Backup, Locate, Wipe, Restore	Continuous backups on MOTOBLUR's secure server. Remotely locate your lost phone via aGPS and wipe data. Easily restore your data on your next Motorola phone with MOTOBLUR.
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	Data Manager	The Data Manager setting puts you in control of how and when your device syncs data.
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	Google™ Best of Google™ and the Web	Full Google services, including Google Search, Google Maps™ for Mobile, access to thousands of downloadable apps on Android Market™, Google Mail™ and more. See and control more of the Web with the Google HTML browser with Adobe Flash Lite® 3.
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	Multi-touch Support	Pinch-to-zoom and two-finger rotate help you navigate the Web and photos.
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	Home Screen Updates	Seven home screen panels with live wallpaper. Resizable pre-loaded widgets and new widget types.
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	Push Corporate Email and Directory Lookup	Immediate and easy access to corporate email and directory.
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	3MP Camera with Digital Zoom, KODAK™ PERFECTTOUCH™ and Video Capture/Playback	Edit, tag and label photos. Instantly upload photos to Facebook®, MySpace™, Picasa™ and Photobucket™. KODAK PERFECT TOUCH Technology creates better, brighter pictures.
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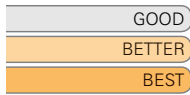
	Connected Media Player 1.0	Connected to the Internet and social networks for instant music downloading and sharing. Song ID recognition and full screen lyrics with album art. Plus, stream FM and Internet radio.
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	Expandable Memory	Store songs, photos, videos and more on the 2GB removable memory card included with the phone, or expand the memory with up to a 32GB optional microSD card.
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GOT IT

Enhanced MOTOBLUR	
Android 2.1 (Éclair) and Android Market	
7.1cm QVGA Touch Screen with Pivot Hinge	
Five-row QWERTY Keypad with Separate Number Row	
CrystalTalk PLUS Noise Cancellation Technology	
Battery and Data Managers	
MMS, SMS, Email and IM	
aGPS and Google Maps	
Pre-loaded Google Services	Google
3G, Full HTML Web Browser with Adobe Flash Lite 3	
Pinch-to-Zoom and Two-finger Rotate	
Wi-Fi	
3MP Camera with Digital Zoom, Fixed Focus plus Video	
Connected Media Player 1.0	
Stereo Bluetooth®1 Wireless Technology	
3.5mm Headset Jack	
1170mAh Battery	
Talk Time² – Up To Approx. (Hours)	WCDMA: 4.58 GSM: 5.95
Standby Time² – Up To Approx. (Days)	WCDMA: 15.71 GSM: 15.21
Removable Memory (2GB Card Included)	Up To 32GB microSD

COMPARE FEATURES



Key Features	MOTOROLA FLIPOUT™ with MOTOBLUR™	Nokia Twist™	HTC Tattoo	BlackBerry® Curve™ 8520	LG GW520	Samsung Galaxy Spica	Sony Ericsson Xperia™ X10 Mini
Form Factor	QWERTY Pivot Slider	QWERTY Pivot Slider	Candy Bar	QWERTY Bar	QWERTY Slider	Candy Bar	Candy Bar
Social Networking	Latest version of MOTOBLUR filters and aggregates social networking and email; consolidates contacts across accounts	Non-integrated social networking apps	HTC Sense™ Friend Stream widget aggregates all Twitter, Facebook® and Flickr® information	Non-integrated social networking apps	Push social networking fed to universal inbox and LiveSquare™ avatars	Non-integrated social networking apps	Facebook, Twitter and messaging aggregated via Timescape™; no integration.
Touch Screen	Yes, multi-touch	No	Yes, single-point	No	Yes	Yes	Yes
Web Browser	Google™ rich HTML browser with Adobe Flash Lite® 3 lets you view 80% of Web content; Wi-Fi	Full HTML browser; no Flash	Yes	BlackBerry Browser; no Wi-Fi	WAP 2.0/xHTML	Chrome-Lite	WebKit
Multi-media	3MP camera with digital zoom, KODAK™ PERFECT TOUCH™, video capture and playback; media player for MP3s and FM radio	3.2MP camera with auto-focus, digital zoom and LED flash, video capture and playback; media player syncs with Rhapsody™*, no FM radio	3.2MP camera with video capture and playback; media player for MP3s and FM radio	2MP camera with digital zoom, video capture and playback; music player	3MP camera with video capture; media player for MP3s and FM radio	3MP camera with auto-focus, video capture and playback; media player for MP3s, no FM radio	5MP camera with auto-focus, flash, geotagging and video capture and playback; media player for MP3s and FM radio
Display size (cm)	7.1	6.1	7.1	6.6	7.1	8.1	10.2

Information gathered from nokiasa.com, htc.com/europe, t-mobile.com, lg.com, samsung.com, and sonyericsson.com as of April 2010.

WHAT'S NEW - ENHANCED MOTOBLUR AND ANDROID™ 2.1

Filters

Filter your Happenings and Messages widgets by contact and/or social network service so you're in control of the content that matters most.



Resizable Pre-loaded Widgets

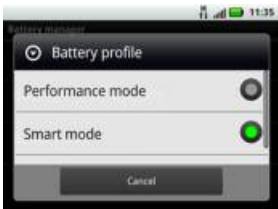
Make pre-loaded widgets larger or smaller to adjust the amount of information displayed. Widgets will also auto-rearrange on each of your seven home screen panels as you drag them to new locations.

New Widget Options

Add new pre-loaded widgets to your home screen such as Calendar, Contact Quick Tasks, News, Photo, Sticky Note, Weather and more.

Live Wallpapers

Add richer, animated and interactive backgrounds to your home screen. Download and install apps and widgets from Android Market™.



Battery and Data Managers

Manage power consumption with Battery Profile options. Use Data Manager settings to put you in control of how and when your device syncs data.

Pinch-to-Zoom

Navigate the Web, Photo Gallery and Google Maps™ easily. Slide fingers together or apart to zoom in or out.

Speech to Text

Speak in plain English instead of typing whenever a text-entry box appears. Simply press the microphone key on the virtual keypad and dictate your phrase.

Google Maps Updates

Personalized suggestions - Google Maps auto-completes locations based on your personal search history.

Night mode - Screen changes at night for easier viewing and driving.

Sync with desktop - Syncs starred items between Google Maps on your phone and maps.google.com.

Google Goggles™ App

Snap a picture to start a Google search. Information about the environment around you is displayed (stores and restaurants). Photos of business cards are "read" and added to your contacts.

New Photo Gallery

All photos, videos, album art and images from your phone and Picasa™ are displayed in layered stacks that move as the phone is tilted. Press and hold individual or groups of photos to share on Facebook, MySpace™, Picasa™, Photobucket™, email, Bluetooth® or MMS.

Enhanced Music Application

Connected Media Player 1.0 features new tabs at the top for easier access and navigation to your favourite artists, songs, albums and playlists. View full screen lyrics with album art, plus Song ID recognizes unknown music.



EASY TO - ACCESS CONNECTED MEDIA PLAYER FEATURES

FLIPOUT's new media player connects to the Internet and your social networks. Enjoy instant music downloading³ and sharing from the Amazon MP3 store and apps like SHOUTcast™, Midomi, GoTv, Last.fm, TuneWiki and YouTube™. This all-in-one media player also lets you see what others are listening to, find lyrics and songs, watch videos or stream FM and Internet radio, all on your phone!

FEATURES AND SPECS

Messaging/web/apps: MMS, SMS, Email (MotoSynch, POP3/IMAP embedded, Push Email) IM (Embedded - WVIM), Android HTML WebKit w/ Flash Lite

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

Video: Capture/Playback/Streaming, H.264, MPEG4, WMV v9

Address Book: MOTOBLUR (custom solution) aggregates Facebook, MySpace, Twitter and Google

Mail™; Syncs and merges your work contacts, email and calendar

Memory: 512MB RAM x 512MB ROM
Removable 2GB microSD card (included); Supports 32GB microSD (optional)

Connectivity: 3.5mm, USB 2.0 HS, FOTA, Mobile Phone Tools, Wi-Fi

Camera: 3MP; Digital Zoom, Fixed Focus

Form Factor: Pivot

OS: Android Éclair 2.1

Band/Modes: WCDMA 850/1900, GSM 850/900/1800/1900, HSDPA 3.6 Mbps (Category 5/6), EDGE Class 12, GPRS Class 12, HSPA 2.0 Mbps, eCompass/aGPS, Version 2.0+EDR

Size: 76 cc

Weight: 120 grams

Dimensions: 67 x 67 x 17 mm

Display: 2.8, 320x240 QVGA TFT

Antenna: Internal

Battery: 1170mAh

TT/SB Time²:

WCDMA: up to 275 min (4.58 hrs) / 377 hrs (15.71 days)
GSM: up to 357 min (5.95 hrs) / 365 hrs (15.21 days)

Certain features, services and applications are network dependent and may not be available in all areas; additional terms, conditions and/or charges may apply. Contact your service provider for details. All features, functionality and other product specifications are subject to change without notice or obligation. Use of phone requires agreement to MOTOBLUR Terms and Conditions. Visit www.motorola.com/Mymotoblur for details.

Google services are carrier dependent and vary by region.

* Subscription, wireless and PC downloads.

1 This device supports Bluetooth A2DP, HSP, HFP 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/bluetooth. 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.

2 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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Simulated screen images enhanced to show detail.

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