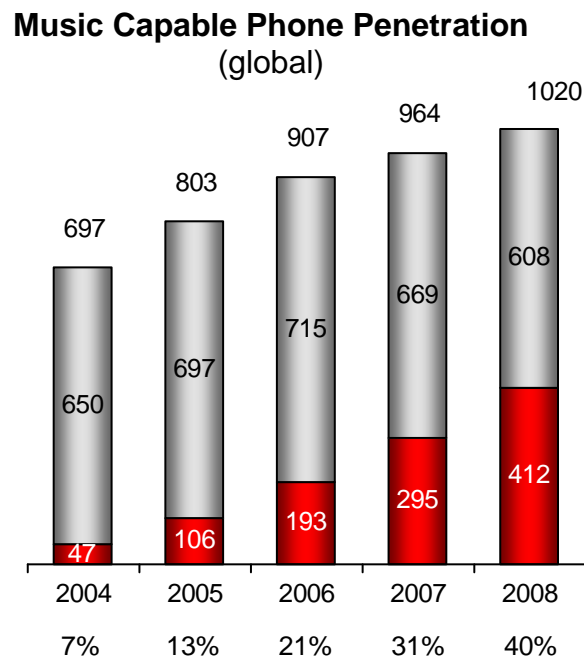


Motorola Companion Products Stereo Bluetooth Byline

Amplifying the Mobile Music Experience with Stereo Bluetooth

Since its inception ten years ago, Bluetooth technology has revolutionized the way people connect and exchange information between devices. When Bluetooth first appeared, it was positioned for the highest end of consumer electronics. But over the past decade manufacturers have considered it a given to include the technology which rapidly gained popularity among mainstream consumers that are looking to communicate without dealing with pesky cords that can limit their comfort and convenience.

More than two billion Bluetooth enabled devices have shipped to date, with many manufacturers incorporating the wireless technology in a wider variety of consumer electronics, from mobile phones and headsets to music players and stereo headphones. Today's market conditions draw attention to Bluetooth's applicability in everyday devices. Cell phones are now being used more than just to make phone calls, with music phone sales increasing more than 30 percent in the past four years. Stereo Bluetooth improves on the original mono Bluetooth experience by letting consumers hear music on their mobile devices with wireless headphones and speakers. Sales of Stereo Bluetooth phones have continued to grow, with sales increasing by more than 50 percent between 2006 and 2007.



Source: Strategy Analytics Wireless Device Strategies Report June, 2006

Wire-Free CD Quality Sound

Consumers have created even more demand for Bluetooth as they look for ways to enjoy their music in more places while on the go and untangle themselves from wired headphones and earphones. Devices that support Stereo Bluetooth such as music phones and MP3 players are gaining popularity since they allow users to take a hands-free call and listen to CD-quality music in stereo sound, all without wires. Stereo Bluetooth enabled accessories, including headsets and speakers, have made significant improvements in audio quality, wireless range and device capabilities. They also benefit from faster data transmissions, less power consumption and easier device pairing. For example, Motorola developed a technology called EasyPair that reduces the number of needed steps to pair devices, which ensures connecting is a quick and simple process.

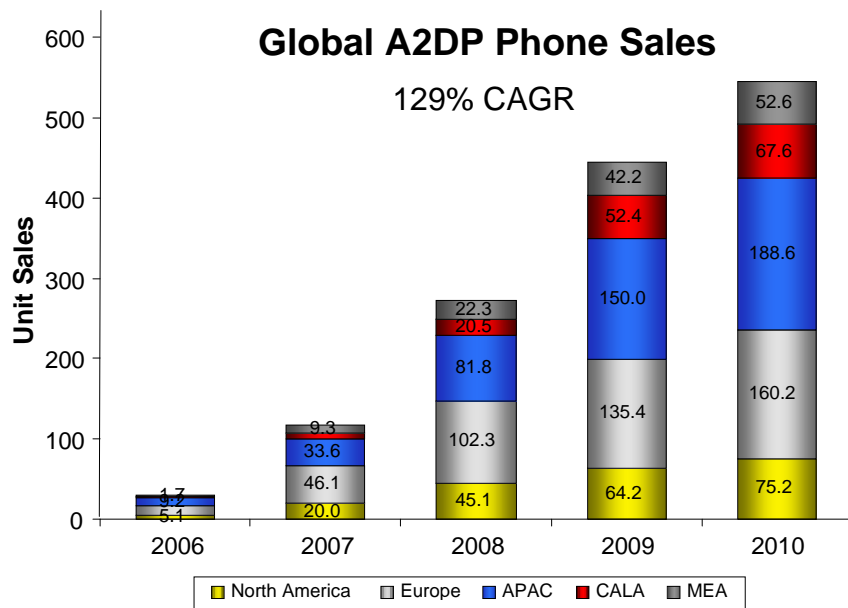
Inside Stereo Bluetooth

To create Stereo Bluetooth products that seamlessly stream audio and offer superior quality, manufacturers ensure their products are compatible with two profiles that dictate how a Bluetooth device can communicate: the Advanced Audio Distribution Profile (A2DP) and Audio/Video Remote Control Profile (AVRCP).

- A2DP describes how stereo-quality audio can be streamed from a Bluetooth enabled audio source (e.g., MP3 player or mobile phone) to an audio synch (e.g., wireless headset or wireless speakers).
- A2DP works alongside AVRCP and allows a Bluetooth device to control audio functions such as volume, play, pause and skip that are typically controlled from buttons on the actual audio source (e.g. answering a phone call from a Stereo Bluetooth headset).

When used in a Stereo Bluetooth headset, A2DP and AVRCP lets consumers control their music and phone calls right from the headset. This eliminates the need to look down at a mobile phone or MP3 player to answer a call or fast forward to another song. Headsets with A2DP and AVRCP, like Motorola’s MOTOROKR S9-HD, give users a handy way to control their various devices for utmost mobility and convenience. If a user receives an incoming call while listening to music on his or her mobile phone, he or she can press a single button on the MOTOROKR S9-HD to pause the music, connect to the call, and then resume the music playback once the call is completed.

As adoption of these Bluetooth headsets grow, sales of global AD2P phones that are compatible with such headsets continue to grow as well, with analysts expecting sales to double by 2010. The market for Stereo Bluetooth devices has grown exponentially in recent years, and all signs point toward continued adoption.



Source: Strategy Analytics Wireless Device Strategies Report June, 2006

Without Missing a Beat

Stereo Bluetooth devices offer plenty for music lovers that want to stay connected to their music. Consumers can stream audio from home stereo systems, computers and MP3 players and enjoy premium stereo sound. Because Bluetooth headsets have evolved to use digital signal processing (DSP) and two microphones that can pick up voice signals and minimize background noise, users can enjoy clear calls that are on par with those received on wired headsets. When

used with a compatible Bluetooth-enabled phone, Stereo Bluetooth headphones like the MOTOROKR S9-HD let users enjoy their music and never miss a call.

Companies around the world are delivering Bluetooth headsets and accessories that boast superior audio quality, convenience, comfort and portability. Motorola, an industry leader in Bluetooth technology, is no exception. Beyond Stereo Bluetooth headphones, Motorola offers in-car speakerphones with digital FM transmitters like the MOTOROKR T505 and portable stereo speakers like the MOTOROKR EQ7, that all transmit in rich stereo sound. Accessories like the Motorola D200 PC Adapter and iPod Adapter D650 let consumers stream music from a computer or iPod. As consumers demand more mobility and rich audio experiences, Stereo Bluetooth products will ensure they will never miss a beat.