



## Motorola launches new retail and field mobility products in Australia

*New products make an award-winning impression at CeBIT Australia; target mobile field workers and SME retail and supply chain industries*

**Melbourne, Australia – July 7, 2010** – Motorola has launched two new mobility-focused products in the Australian market this month, one of which has already scooped a high-profile local industry award at CeBIT Australia.

The Motorola MT2000-series of mobile terminals, which won the CeBIT.AU Advanced Retail Technology award, is among the industry's first hybrid inventory management and Point-of-Sale (PoS) devices to give small-to-medium companies in the manufacturing, retail, warehouse, healthcare and supply chain industries a more affordable way to manage stock information while doubling as a PoS terminal.

Customers can use the new devices to scan available stock, keep track of existing inventories, and provide a seamless checkout service at the till.

The other premium device which was shortlisted in the CeBIT AU Excellence in Communications category is the Motorola MC75A. With its smorgasbord of communications options, the Motorola MC75A is a powerful device that allows mobile workers to stay in the field longer without losing access to their corporate information, be it a SAP system, database or e-mail.

The MC75A combines 3.5G voice with full-featured wireless (802.11 a/b/g) functionality, a long-life battery and robust design, making it more versatile than a smartphone and more portable than a laptop and giving workers access to real-time information and data capture that allows them to make informed decisions quickly. Purpose-built to meet the demanding needs of a diverse customer base, the MC75A addresses the top business mobility challenges offering maximum processing power, rugged design, data capture capabilities, connectivity options, security and manageability.

Motorola recommends 'Service from the Start' comprehensive coverage on both products to cover accidental damage, which provides free repairs for a full three years, from broken displays, keypads, and internal and external components to select accessories – making it easier for customers to predict and control device maintenance costs and improve ROI. In addition, both devices are serviced locally through Motorola's dedicated service depot in Melbourne, accelerating replacement and repair turnaround and minimising business disruption.

"These products represent the breadth and depth of the company's innovation in both the high-end field mobility and supply chain industries, and the rapidly growing SME retail, healthcare and logistics sectors," says Vince Chiappazzo, managing director, Motorola Enterprise Mobility Business, Australia and New Zealand.



“In addition to developing such innovative products, Motorola is committed to continue growing our in-country support and distribution resources,” he says. “Our customers know this level of service protects their investment and our partners have access to localised support and training to help them build their own businesses.

“There is a growing list of industries best serviced by these new products,” adds Chiappazzo. “Healthcare is a good example of where the advanced scanning, tracking and asset management functionality of the MT2000 could be instrumental. For example, local medical centres need to capture accurate data across a range of functions to measure their performance and potentially secure funding under the new national healthcare system.

“The MC75A, on the other hand, is a significant productivity tool for field mobility, where its integrated voice functionality over 3.5G and Wi-Fi, including full Voice over Wireless LAN (VoWLAN), gives customers in the field service, transport and logistics industries a compact, hardened device that can extend the business’ reach across the majority of the country.”

#### **About Motorola**

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$22 billion in 2009. For more information, please visit [www.motorola.com.au](http://www.motorola.com.au).

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