



# **MOTOROLA** **mobile devices business** **OVERVIEW**

***Ron Garriques***



***UBS Technology Conference - NYC - 15 November 2006***



# ***Safe Harbor Statement***

***A number of forward-looking statements will be made during this meeting. Forward-looking statements are any statements that are not historical facts. These forward-looking statements are based on the current expectations of Motorola and there can be no assurance that such expectations will prove to be correct. Because forward-looking statements involve risks and uncertainties, Motorola's actual results could differ materially from these statements. Information about factors that could cause, and in some cases have caused, such differences can be found on pages 19 through 27 of Motorola's 2005 Annual Report on Form 10-K and in Motorola's other SEC filings.***

***This presentation is being made during the week of November 13, 2006. The content of this presentation contains time-sensitive information that is accurate only as of the date hereof. If any portion of this presentation is rebroadcast, retransmitted or redistributed at a later date, Motorola will not be reviewing or updating the material that is contained herein.***



*I have the world's*

***BEST JOB.***

*It's the most exciting industry – and I get to give something back ...*

**BEST JOB'**



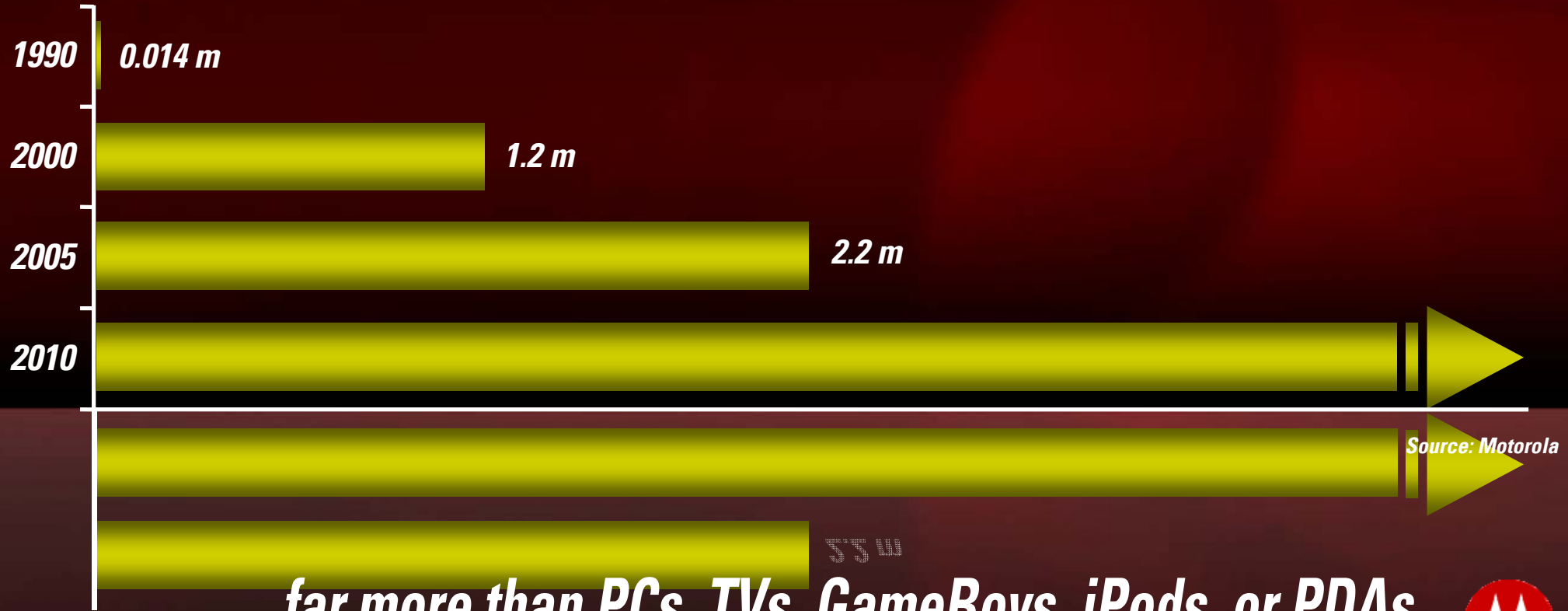
*World's most exciting  
and*

**FASTEST GROWING INDUSTRY**





# ***2M+ Mobile Devices Sold Every Day***



***... far more than PCs, TVs, GameBoys, iPods, or PDAs***



**2,500,000,000 wireless subscribers  
... *and growing***



*almost 1,000,000,000 new handsets  
... and growing*



*700,000,000+ mobile workers  
... and growing*



**200,000,000+ broadband subscribers  
... and growing**



***Demand is strong  
for "wickedly cool" devices and experiences,  
greater network capacity and performance  
... and unmatched mobility***





*We are working to be*

***THE HOTTEST &  
BEST BRAND***

*... all over the world, every day*

***Hottest Products***  
***Hottest Experiences***  
***Hottest Brand***  
***Strong Financials***  
***Coollest Technology***



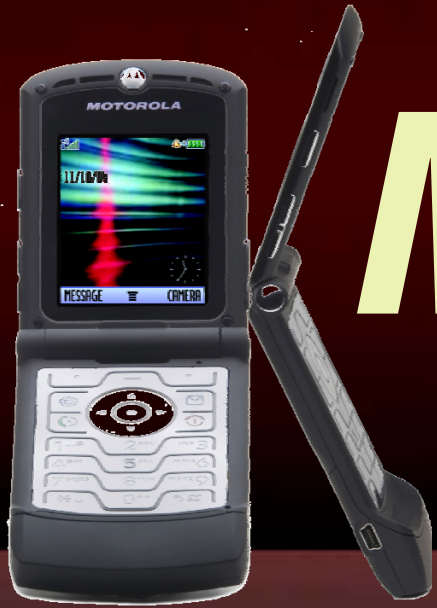


*HOTTEST PRODUCTS*

HOTTEST PRODUCTS



***MOTORAZR – the mobile standard worldwide***



***GSM***

***technologies***



***EDGE***

***colors***



***experiences***



***EV-DO***



***style***

***50,000,000+***



**AND THERE'S MORE ...**  
*across tiers, technologies and regions.*

**Q4 2006**



# MOTOFONE

*The world's  
most advanced **and** compelling platform  
for the very low tier  
... in both **GSM** and **CDMA**.*

*GSM is shipping this month to High-Growth Markets!*





***ICONIC DESIGN***

***DUAL ANTENNA***

***ClearVision DISPLAY™***

***BEST-IN-CLASS TALK TIME***

***ENHANCED AUDIO***

***ICON-BASED UI***



# MOTORDIO

**W220**

*Tuned into style for the masses.  
Ultra-slim clam design with  
FM radio.*

*The **first device** from our  
new **W-series platform!***

*Shipping **now** to Europe, High-Growth  
Markets, Latin America and Asia!*



# MOTORACR

**IC502**  
*Dual-Mode iDEN/CDMA*

*The world's*  
**first and only dual-mode CDMA and iDEN device**  
**for high-performance PTT**  
**... with CDMA for voice and data links.**

**Shipping now to North America!**





# MOTOKRZR

*The newest and hottest  
addition to the **MOTORAZR** platform*

*... in both **GSM EDGE** and **CDMA EV-DO**.*





# MOTOKRZR *K1*

*2MP camera with 8x zoom*

*Expandable memory for music on-the-go*

*New design icon*

*Shipping **now** to Europe,  
High-Growth Markets, North Asia,  
and Latin America!*



# MOTOKRZR *K1m*



*Dedicated music keys*

*Designed for music and multimedia*

*New multimedia icon*

*Shipping **now** to North America,  
Latin America and North Asia!*



# MOTORIZR

*Our first iconic slider.  
Enhanced imaging experience,  
expandable memory.*



*Shipping now to Europe!  
And, shipping this month to High-Growth  
Markets and Latin America!*



# **MOTORAZR<sub>xx</sub>**

*entertainment on the go!*

*High-speed connectivity*

*Premium multimedia*

*Integrated MP3 player*

*Video capture / playback*

*P2P video telephony*

*HSDPA and EDGE enabled*



*Shipping **now** to Europe!*





# **MOTORAZR** *maxx*

*the new standard for multimedia!*

*Ultra high-speed connectivity*

*OTA music and video*

*P2P video telephony*

*Blazing fast games*

*Integrated MP3 player*

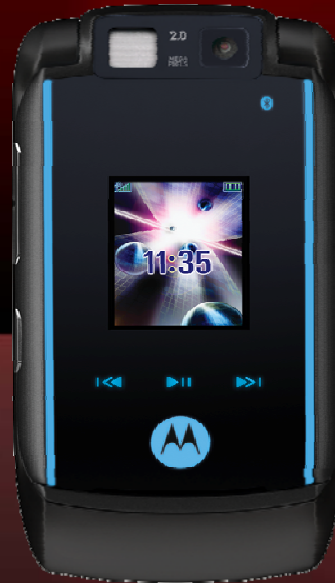
*50MB memory*

*Optional microSD card*

*ARM II microprocessor*

*HSDPA and EDGE enabled*

*... and Bluetooth*



*Shipping now to High-Growth Markets!*



# MOTO-Q

*Q sightings .... Seem to be everywhere.*



*HOTTEST EXPERIENCES*

HOTTEST EXPERIENCES?





***YOUR TV***

***YOUR RADIO***

***YOUR DIARY***

***YOUR MP3 PLAYER***

***YOUR CONTACTS***

***YOUR CAMERA***

***I AM  
M***





# ***MOTOmusic***

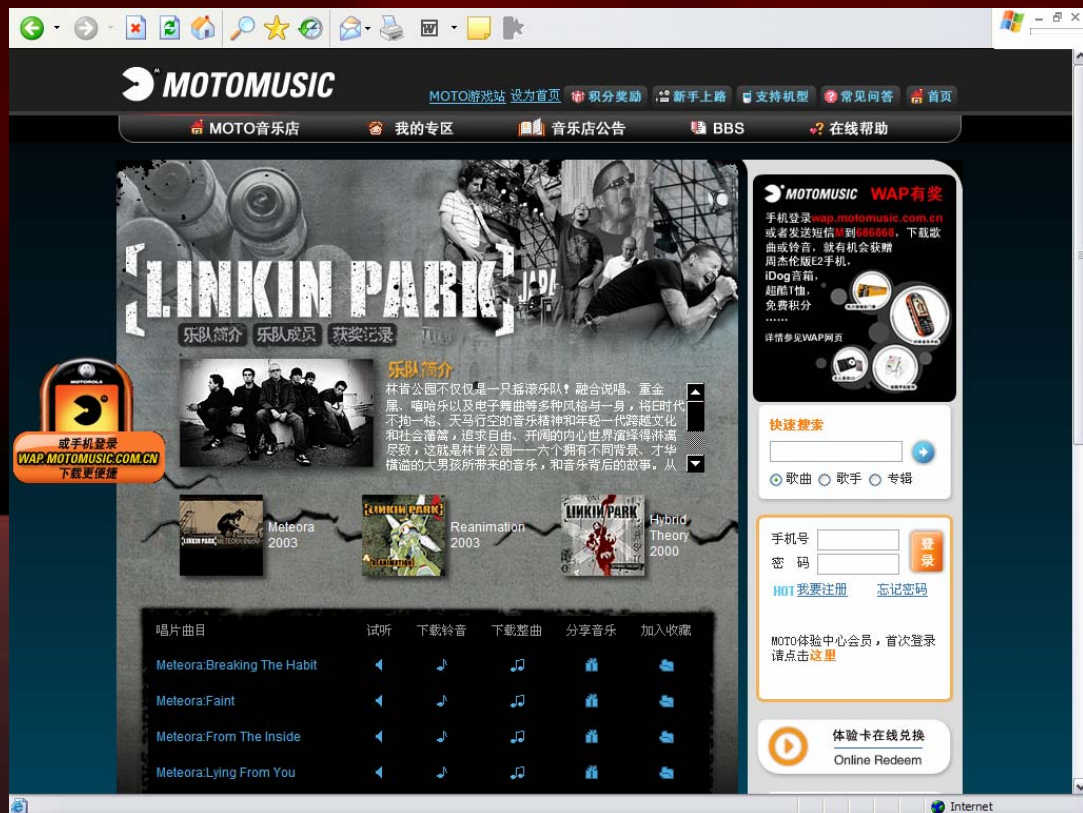
***powering Chinese consumers with:***

***superior mobile music experiences***

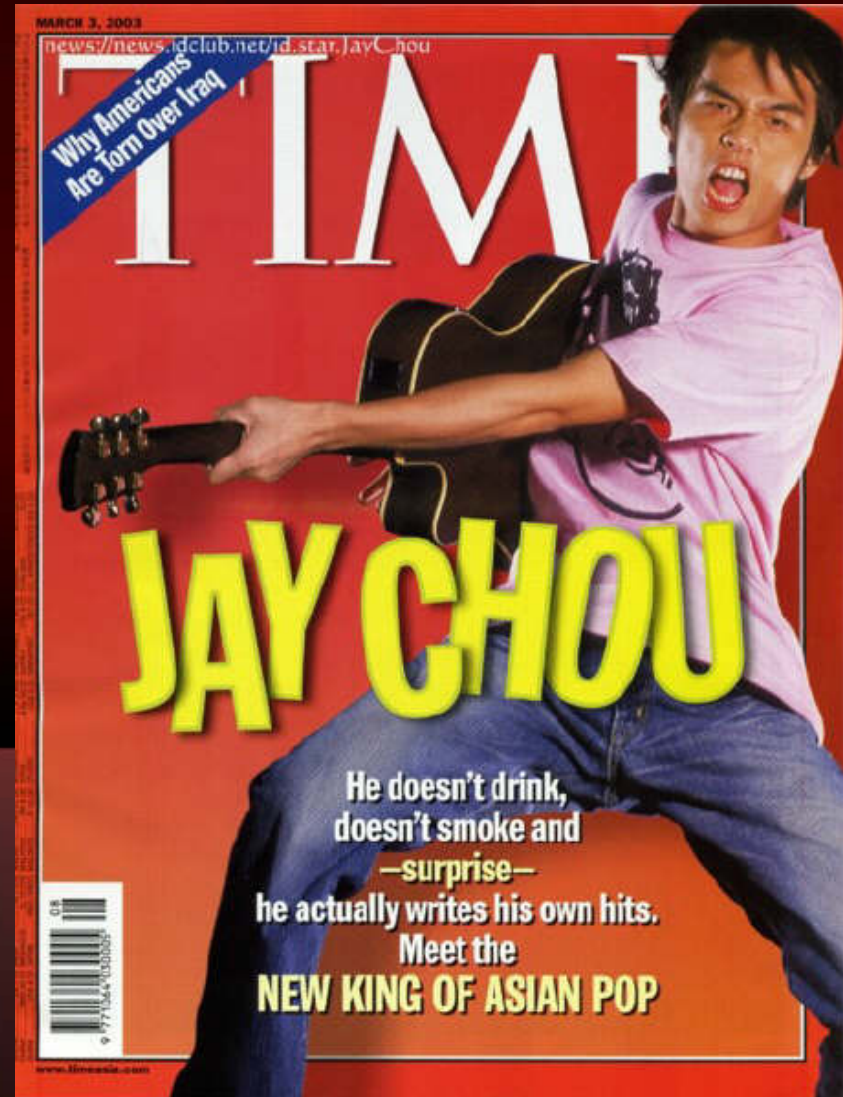
***music-optimized devices***

***strategic partnerships***





# ***Motorola Brand Ambassador – Jay Chou***



*HOTTEST BRAND*

HOTTEST BRAND





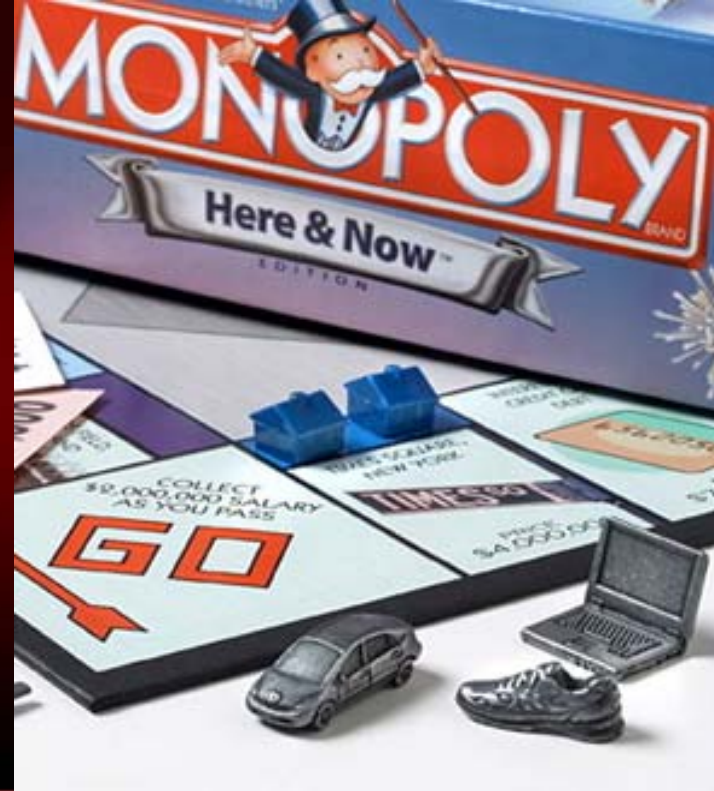


***We're re-inventing retail***  
***... more than 100 experience centers in China!***



*We're penetrating*

# *POP CULTURE*



*... now a piece of history  
and part of an icon*





***We're making a difference***  
***... enabling consumers to fight AIDS in Africa***





# SEAMLESS MOBILITY LEADERSHIP





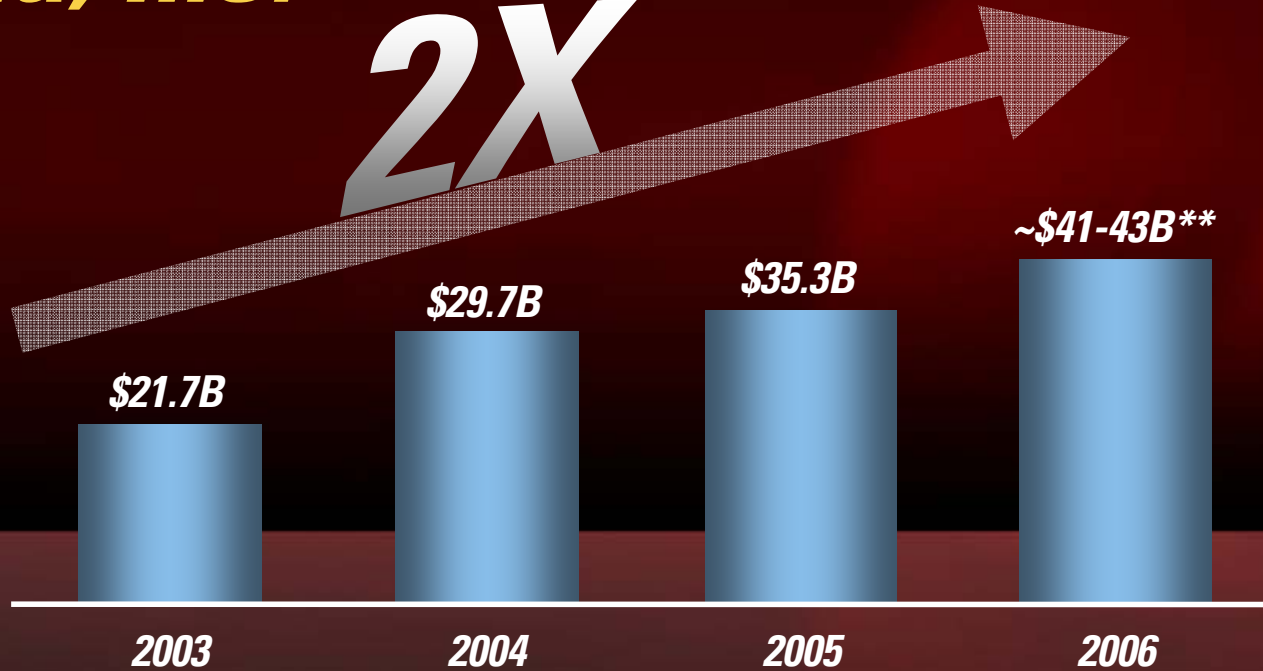
***STRONG FINANCIALS***



# ***DOUBLE SALES IN THREE YEARS***

***Motorola, Inc.***

**2X**



***\*\*First Call Consensus***



# ***BUSINESS UNIT GROWTH***

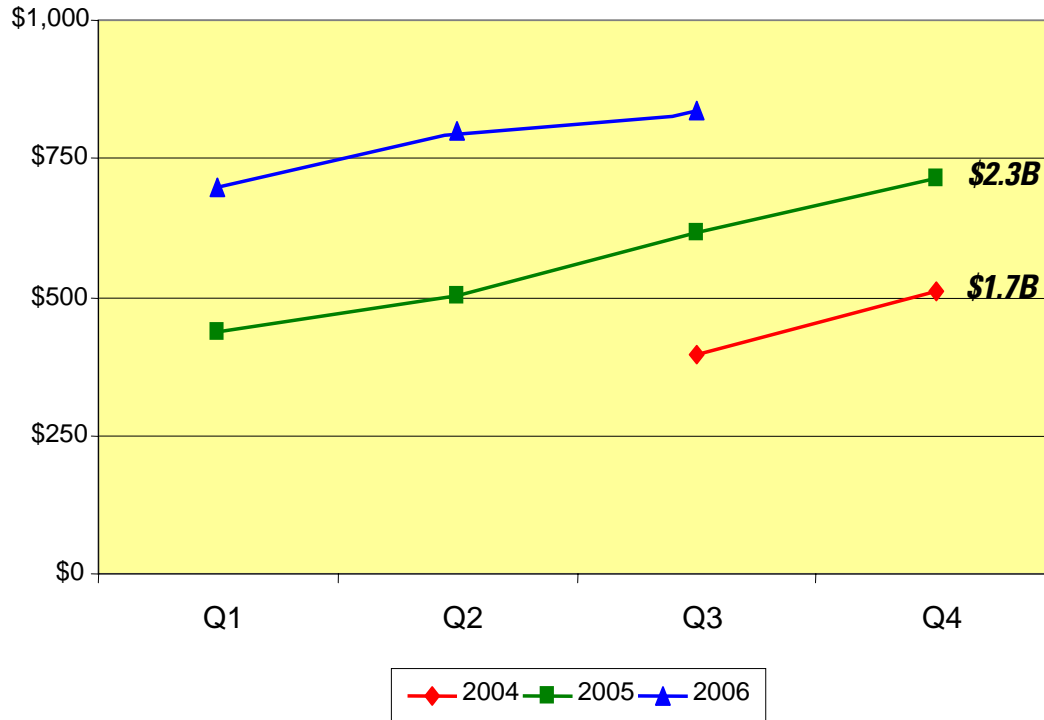
<i><b>\$B</b></i>	<i><b>H1'03</b></i>	<i><b>H1'06</b></i>
<i><b>Mobile Devices</b></i>	<i><b>4.9</b></i>	<i><b>13.5</b></i>
<i><b>Networks &amp; Enterprise</b></i>	<i><b>4.0</b></i>	<i><b>5.4</b></i>
<i><b>Connected Home</b></i>	<i><b>0.9</b></i>	<i><b>1.5</b></i>



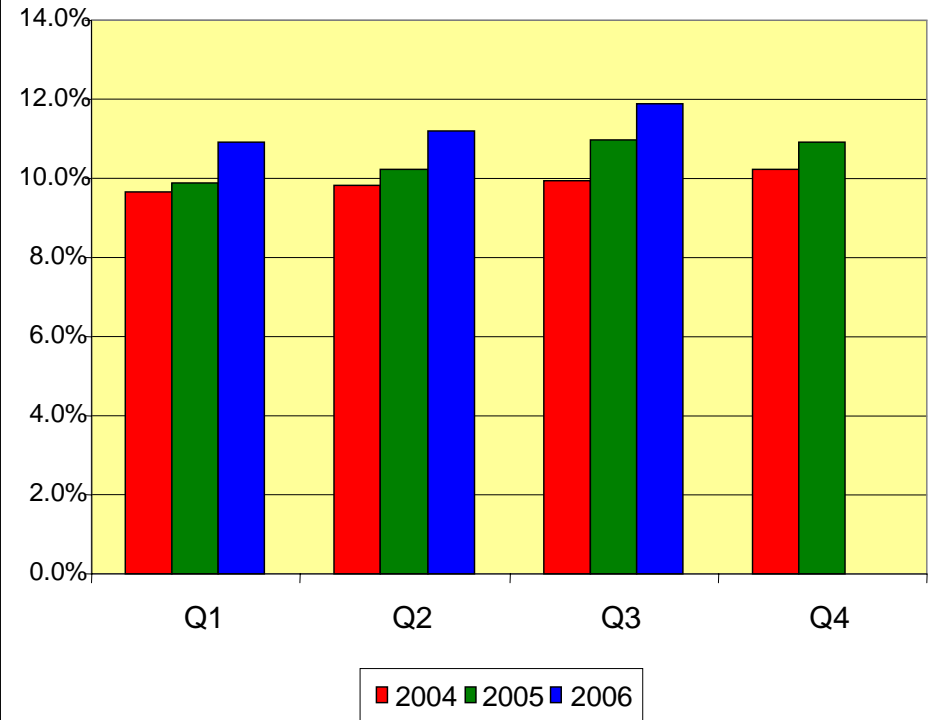
# ***We're Growing Market Share Profitably***

***Mobile Devices***

**MDb OE Growth**

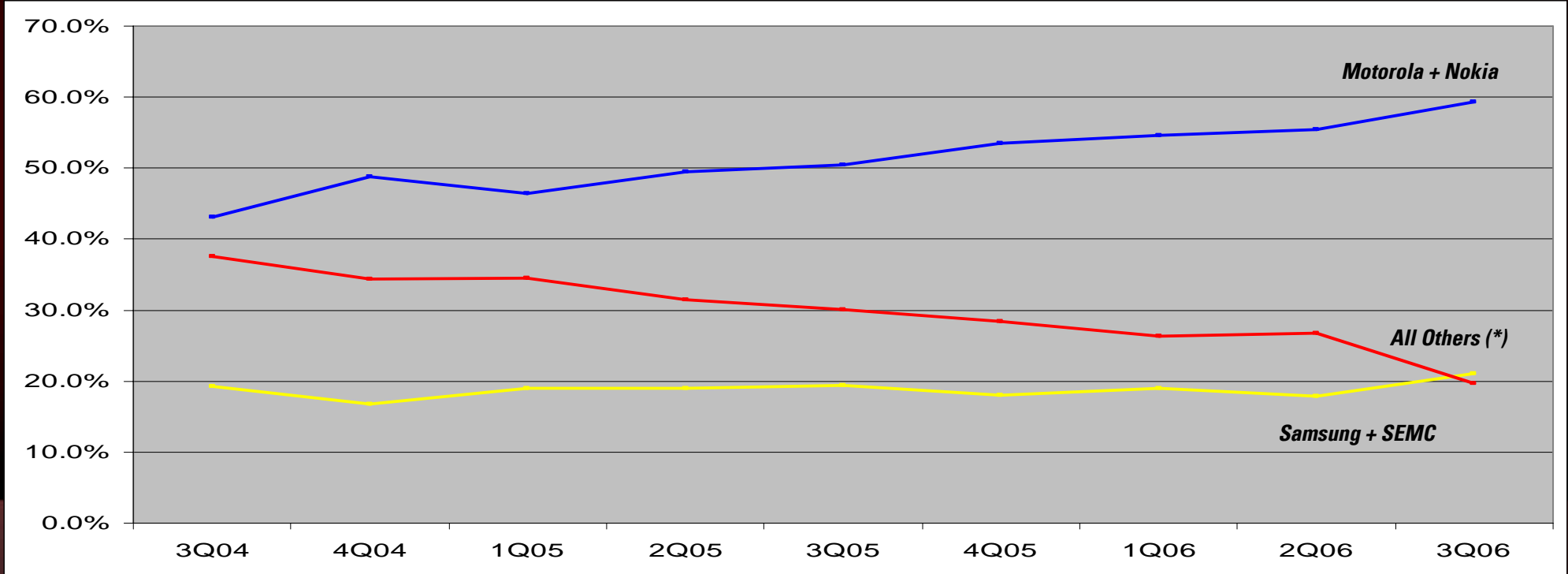


**MDb OE % Improvement YoY**



***Financial Information is Excluding Items Highlighted in our Press Releases***

# ***The Mobile Devices Industry is Consolidating***

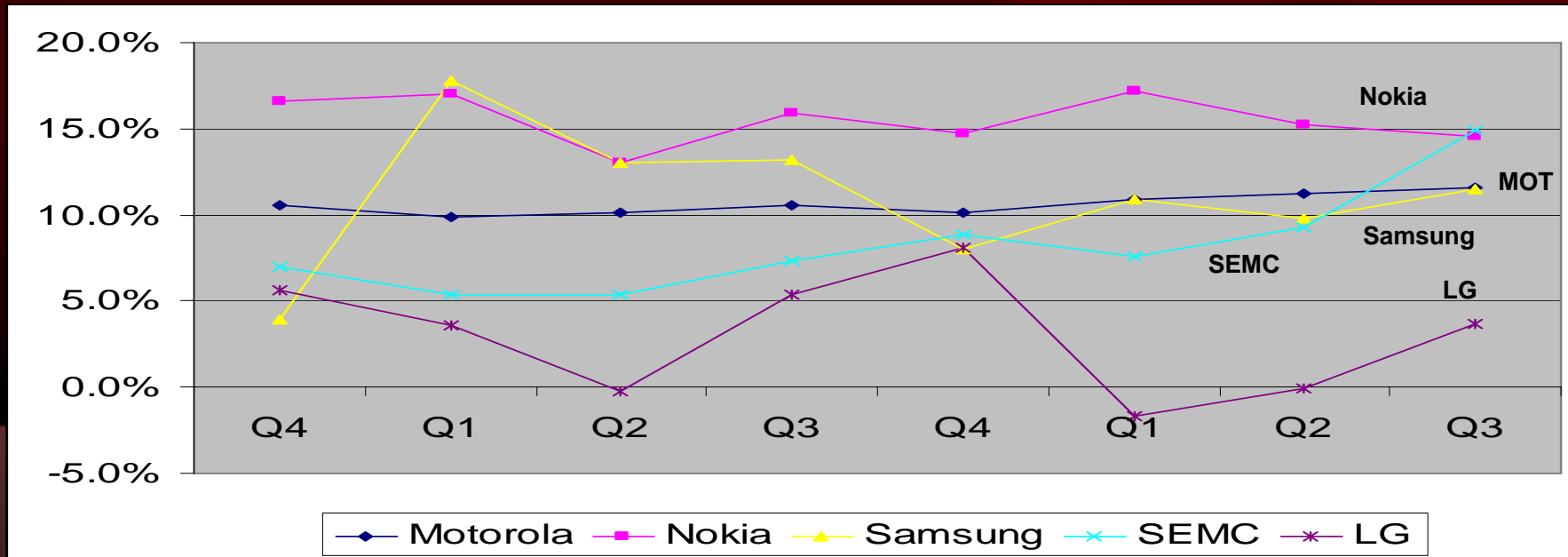


- Economies of Scale Matter
- There is a minimum scale needed to compete
- Industry consolidating sub-scale players: LG, BenQ, Bird, Sagem, Panasonic, Sanyo, Sharp, Kyocera, NEC, UTStarcom, Philips, Pantech, Toshiba, RIM, Palm, Dbtel, Huawei, Lenovo, and numerous others



# Operating Earnings Performance Trend: 2005-2006

*(Mobile Devices Segment compared to Top Competitors)*



*Financial Information is GAAP Basis*



*COOLEST TECHNOLOGY*

COOLEST TECHNOLOGY 



# ***INNOVATING AND GETTING RESULTS***

***Driving standards***

***Investing aggressively in R&D***

***Disrupting and commercializing***

***Accelerating innovation for the next generation***



**Bluetooth**

***Chair – Board of Directors***

**WiMAX forum**

***Board of Directors***

**WiFi alliance**

***Board of Directors***

**IEEE mesh**

***Winning proposal 802.11s***

***DRIVING  
OPEN STANDARDS***



## **IETF**

*Chair – network controlled local  
mobility management and handover  
keying and pre-authorization*

## **Multi modal**

*Vice Chair – voice XML*

## **Operations and management**

*Chair – policy and security in  
tele-management*

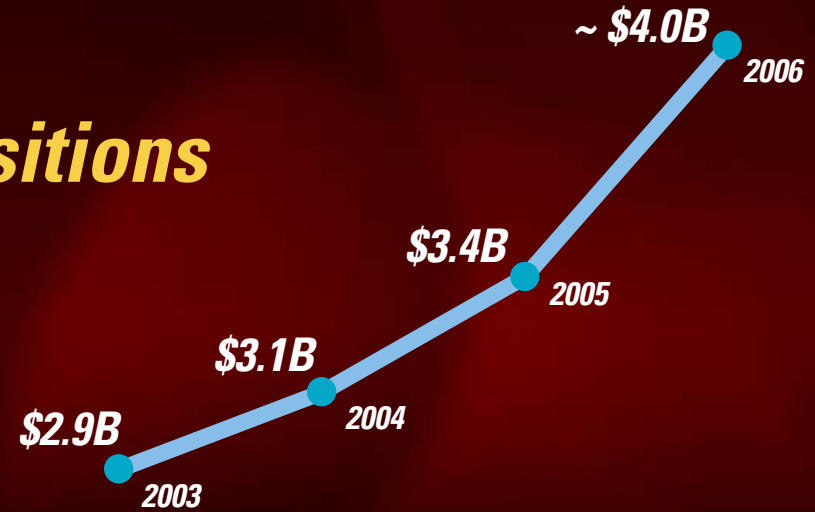
## **IEEE Standards Association**

*2006 Corporate Award*

**DRIVING  
OPEN STANDARDS**  
OPEN STANDARDS



*organic R&D plus acquisitions*



**INVESTING AGGRESSIVELY**



## ORGANIC RESEARCH

*HD/DVR integrated set-top  
EDGE, 3G, UMTS, WiDEN  
PTT/PoC  
Quadband Connectivity  
IP for Public Safety  
Cable Modem Termination  
System*

*Integrated internet, voice  
& digital TV services  
Softswitch*

**2003**

*Canopy systems  
Mobile Mesh Networking  
Java/Linux platform  
IP call processing engine  
OFDM  
MPEG-4 – Advanced Video  
Coding  
Wireless video compression*

*PON  
(passive optical networks)  
Mesh networking  
Law enforcement  
applications*

**2004**

*HSDPA / HSUPA  
IP Multimedia Subsystem  
Canopy, 802.16 d/e  
Enterprise wireless  
security apps  
Passive optical networks  
VoIP  
FTTP/FTTN  
DLNA, UPnP  
Multimedia Applications*

*advanced-& Micro- TCA  
Servers  
Wireless network design  
and management tools  
media networking software*

**2005**

*Switched Digital Broadcast  
Low cost handset  
Telco TV / IPTV  
802.16d/e  
OFDMA/MIMO antenna  
Multimodal UI, Haptics  
Multi-Room DVR  
Downloadable Conditional  
Access  
Cognitive Radio  
Software Defined radio*

*backhaul Ethernet  
wireless protocol stack,  
silicon IP  
WiMAX MAC  
IPTV Linux software  
switched digital video*

**2006**

## TECHNOLOGY ACQUISITION

*Among our latest additions ...*



**+**





*And, just last Friday ...*



+





*We are working to be*

***THE HOTTEST &  
BEST BRAND***

*... all over the world, every day*



***Hottest Products***  
***Hottest Experiences***  
***Hottest Brand***  
***Strong Financials***  
***Coollest Technology***



# 2006

our commitment & focus

*Motorola Mobile Devices is focused on delivering improved **market share** quarter over quarter and expanded **OE%** on a year over year basis.*



