MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Standard Customer Presentation
June 1998

Standard Customer Presentation
Contents

- Introduction

- Key Consumer Selling Points

- Key Network Features

- Product Positioning

- Product Specification

- Product Performance

- Feature Specification

- Full Feature List

- Accessory Range

- Product Variants

- Product Customisation

- Competitors

- Marketing Support

MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Introduction

Don't fly in and out
of the Office.
Take it with you.

Motorola cd900 Series
Key Consumer Selling Points

- Designed to be compact and very portable

- Optimax™, high contrast, easy to read display

- VibraCall™ vibrating alert as standard

- 3 minute VoiceNote™ message recorder

- Future proofed with GSM900/1800 Dual-Band technology

MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Key Network Features

- Dual-Band (GSM900/1800)

- Enhanced Full Rate Codec (EFR)

- SIM Application Toolkit

- Research proven design

- Data capable without PC card

Motorola cd900 Series
Product Positioning

- In the Motorola Product Range

  - Mid-tier

- Targeted at Business Users

  - Flipped version to eventually replace International 8000 series

  - Flipless version to eventually replace Slimlite

- Relative to Competitors

  - In the same tier as Nokia 6110, Ericsson 888, Philips Spark, Siemens S10

Motorola cd900 Series
Product Specification

- Size, Weight, Performance
  - 139 cc; 120 gm minimum; 145gm standard package
  - 210-270 mins talktime, 90-105 hrs standby standard package
  - up to 10 hours talktime, 250 hours standby

- Standard Package includes
  - cd920 or cd930 transceiver
  - 1000 mAh LiIon battery
  - Rapid Travel Charger with either UK or Euro plug
  - Pivoting Belt Holster
  - Local language user guide
  - Accessory leaflet and other local literature kit

- Walk and Talk Package includes standard contents plus PHFA

- Data Package includes standard contents plus Smart CELLect™

MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Standard Package

Motorola cd900 Series
Product Performance

	400 mAh Li Ion	650 mAh Ni MH	1000 mAh Li Ion	1100 mAh Ni MH	2800 mAh Li Ion	AA Alkaline
Volume (cc)	139	139	139	160	189	160
Weight (gm)	120	147	145	185	230	depends on batteries
Dimensions (mm)	130x55x27	130x55x27	130x55x27	130x55x32	130x55x43	130x55x32
Talktime: up to (mins)	60 - 90	150 - 180	210 - 270	210 - 270	480 - 600	depends on batteries
Standby time: up to (hours)	30 - 40	60 - 80	90 - 105	90 - 120	200 -250	depends on batteries
Charge time: to 90% (hours)	2	1	3	1.5	4	n/a

Standard Package Highlighted in Red. Charge times are with Rapid Travel Charger or optional Desktop Charger accessory. All times are approximate and will vary depending on network configuration and status, and the functions selected. Standby times arequoted as a range from DRX=2 to DRX=9. Talktimes are quoted as a range from DTX off to DTX on. Support of DTX mode is dependent on the network and may not be available in all areas.

Motorola cd900 Series
Main Feature Specification

- Dual-Band (GSM900/1800)
- Optimax™, high contrast display
- VibraCall™ Alert
- VoiceNote™ Recorder (3min)
- Clock and Date
- Pivoting Belt Holster
- SIM Application Toolkit
- Data capable without PC card

- Enhanced Full Rate Codec (EFR)
- Rapid Travel Charger
- Takes Standard AAs (for emergency use)
- LED Status Indicator
- Operator defineable ringing melody
- Fixed Antenna (end user preference)
- Popular, Ergonomic design
- LiIon batteries as standard

Motorola cd900 Series
Full Feature Specification

User Interface
Display type
- *Illuminated Graphic*
- *up to 4 lines of text*
- *Optimax™ High Contrast*
Display icons
- *Battery Meter*
- *Signal Strength*
- *Off-hook*
- *Roaming*
- *Home Zone**
- *Text Message Waiting*
- *Voice Message Waiting**
- *Ringing Alert On*
LED Status Indicator
Dedicated Control Buttons
- *Quick Access*
- *Smart Button*
- *Volume keys*
- *VoiceNotes™*
Languages
- *16 European languages*
- *Automatic selection determined by SIM card*
Alert types
- *VibraCall™ vibrating alert*
- *11 different ringer tones*
- *Visual alert*

Flip to answer/end calls (cd920 only)
Postscripting
- *short cut number entry system*
Illuminated Keypad
Personalised Menu List

Telephone Directories
Phone based directories:
- *Phone book (100 names & numbers)*
- *last 10 calls made*
- *last 10 calls received or missed*
SIM Card based directories:
- *Phone book (upto 155 names & numbers depending on SIM)*
- *Fixed Dialling List (upto 40 names & numbers)**
- *Service Dialling List (dependent on Service Provider)**

Advanced Features
VoiceNotes™
- *upto 3 minutes of messages*
- *upto 99 separate messages*
Real Time Clock, with Date

Call Control
Call Diverting
Call Barring
Hold Call
Call Waiting
Calling Line Identification (name displayed if in Phonebook)
Missed Call Indicator
International Access Key Sequence
Key Answer Only (cd920 only)
User Call Rejection
Conference Calling*
Call Transfer*
Mute Call
Automatic Redial - on busy
Call Cost Control
- *Advice of Charge (Charging and Information)**
- *Programmable Audible Call Timers*
- *Display Call Timers or charge meters*

Network Related
Dual-Band GSM900/1800 operation
SIM Application Toolkit support
EFR Enhanced Voice Quality*
Voice encryption with A5/2 Algorithm

Non-Voice features
Text Messaging*
- *Send Short Messages*
- *Receive Short Messages*
- *Cell Broadcast*
Fax*
- *Alternate between fax and voice (TS61)*
Data*
- *upto 9600 bps standard operation*
- *upto 36000 bps (with optional CELLect™ 1+ and Smart CELLect™ accessories)*
- *upto 56000 bps (with optional CELLect™3 accessory)*

Security
Phone Lock
- *manual*
- *automatic*
SIM Card Lock
- *SIM PIN*
- *SIM PIN 2*
Keypad Lock
Restrict Access to Phone Directories

* Network or Service Provider dependent feature

Motorola cd900 Series
Accessory Range

- Rapid Travel Charger
  - Same as StarTAC (SPN4278, plus appropriate plug)
  - Included in every package

- Rapid Desktop Charger
  - *New*; can charge phone and second battery (SPN4523)

- Headset with Microphone (PHFA)
  - *New*; accept and end calls while phone is in holster (SLN3940)

- Pivoting Belt Holster
  - *New*; brings *wearability* to a new market segment (SHN6851)
  - Included in every package

- Leather carry cases
  - *New*; leather pouch stylish alternative to the plastic holster (SYN6913)
  - *New*; leather holster with rotating belt clip (SYN7380)

Motorola cd900 Series
Accessory Range

- Cigarette Lighter Adapter
  - Same as StarTAC (SYN4241)
- Professional Install Digital Handsfree Car Kit
  - *New*; full duplex operation (S8142)
- Professional Install Digital Handsfree Car Kit with Voice Recognition
  - *New*; allows storage and retrieval of 20 names and numbers (S8141)
- Smart CELLect™ data cable
  - *New*; allows full data and fax functionality without PC Card (CD1310)
- Range of Batteries
  - 650 mAh NiMH (SNN5291)
  - 1000 mAh LiIon (SNN5360)
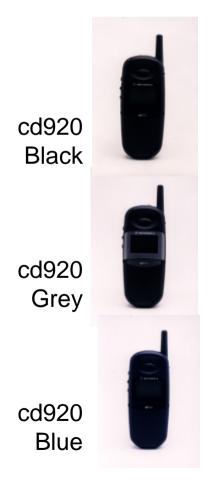 - 1100 mAh NiMH + battery door (SNN5307 + SHN6618)

MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Product Variants

cd920
Black

cd920
Grey

cd920
Blue

- Two designs
  - cd920 - Flipped version
  - cd930 - Flipless version
- Three plastic colours
  - Black
  - Magix Grey
  - Ten-Pin Blue

cd930
Black

cd930
Grey

cd930
Blue

Motorola cd900 Series
Product Customisation

- Opportunities
    - Physical changes
        - Front escutcheon
        - Box artwork, within brand guidelines
    - Flexing changes
        - Wake-up graphic
        - Menu structure and feature set
- Rules
    - No changes to lens, housing, keypad or branding on rear of product
    - No changes to transceiver or box labels, except to reflect product name or EAN
        - space on Tranceiver label limited to 10 characters
    - Box artwork must conform to new Motorola brand guidelines
    - No changes allowed to inside of manuals
        - cover can be customised for large customers, within POD and brand guidelines
- Minimum volume for any change is 50k units over a 12 month period

Motorola cd900 Series
Competitors

	Standard Package	Best Performance	Strengths	Weaknesses
Motorola **cd920 or cd930**	Size (cc) 139 Weight (gm) 145 Talk time (mins) 210-270 Standby time (hrs) 90-105	Smallest size (cc) 139 Lowest weight (gm) 120 Talk time (mins) 480-600 Standby time (hrs) 200-250	• Dualband (GSM900/1800) • Ergonomic designs • VoiceNote & VibraCall • Optimax display	• No Infra-Red port • No Half Rate Codec
Ericsson **sh888 or sf888**	Size (cc) 140 Weight (gm) 195 Talk time (mins) 210-265 Standby time (hrs) upto 80	Smallest size (cc) * Lowest weight (gm) 173 Talk time (mins) 315-400 Standby time (hrs) upto 120	• Dualband (GSM900/1800) • Internal data card built-in • Infra-Red port • Enhanced Full Rate Codec	• Expensive • No Half Rate Codec • Old form factor
Nokia **6150** *(Dual-band version of 6110;* *expected end Q3-98)*	Size (cc) 130 Weight (gm) 142 Talk time (mins) 180-300 Standby time (hrs) 60-260	Smallest size (cc) 130 Lowest weight (gm) 142 Talk time (mins) 300-480 Standby time (hrs) 100-450	• Dualband (GSM900/1800) • Infra-Red port • Reminders and Games • Call Screening	• Gimmicky features • Late to market • Limited Infra-Red functionality
Siemens **S15**	Size (cc) 160 Weight (gm) 185 Talk time (mins) upto 180 Standby time (hrs) upto 80	Smallest size (cc) 160 Lowest weight (gm) 185 Talk time (mins) upto 600 Standby time (hrs) upto 220	• Dualband (GSM900/1800) • Easy to use • Dynamic character size • Calculator function	• OEM version from Bosch • Consumer oriented • No EFR or HR Codecs
Bosch **Dual-Com 738**	Size (cc) * Weight (gm) 192 Talk time (mins) 200 Standby time (hrs) 80	Smallest size (cc) * Lowest weight (gm) 174 Talk time (mins) 575 Standby time (hrs) 220	• Dualband (GSM900/1800) • Belt clip accessory • Vibrating battery access'y • Calculator function	• Consumer oriented • No EFR or HR Codecs
Mitsubishi **MT-D30** *(expected end Q2-98)*	Size (cc) 168 Weight (gm) 185 Talk time (mins) upto 180 Standby time (hrs) upto 110	Smallest size (cc) 168 Lowest weight (gm) 185 Talk time (mins) upto 240 Standby time (hrs) upto 180	• Dualband (GSM900/1800) • Rocker menu key • Closed User Group • Conference Calling	• Consumer oriented • No EFR or HR Codecs
NEC **DB2000** *(Low tier model G10* *also expected Q3-98)*	Size (cc) 100 Weight (gm) 120 Talk time (mins) upto 150 Standby time (hrs) upto 300	Smallest size (cc) 100 Lowest weight (gm) 120 Talk time (mins) upto 300 Standby time (hrs) upto 600	• Dualband (GSM900/1800) • Metallic finish • Vibrating alert as standard • LiIon battery as standard	• No Half Rate Codec • No Infra-Red port
Nortel/AEG/Matra **2785** *(Expected end Q3-98)*	Size (cc) * Weight (gm) * Talk time (mins) * Standby time (hrs) *	Smallest size (cc) * Lowest weight (gm) 165 Talk time (mins) 360 Standby time (hrs) 280	• Dualband <u>PLUS</u> E-GSM • 14,400 data capable • Handsfree mode • Voice control and calling	• Expensive • No Infra-Red port

* Not known

MOTOROLA

Europe, Middle East & Africa
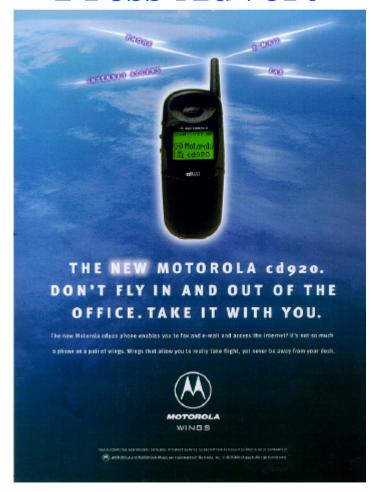*Cellular Subscriber Group*

Motorola cd900 Series
Marketing Support

- Advertising

  – TV adverts are Brand only; not product specific

  – Press adverts

    • Full Page Motorola, Co-Op and Dealer advert templates available

- Point of Sale

  – Product leaflets

  – cd900 series Accessory leaflet

  – POS Kit

    • 4 x cubes

    • 1 x poster

    • 1 x literature dispenser

    • 1 x 'Open / Closed' door sign

    • 1 x window sticker

    • 1 shelf wobbler

    • 1 x instore banner

  – Dummies

MOTOROLA

Europe, Middle East & Africa
Cellular Subscriber Group

Motorola cd900 Series
Press Advert

Motorola cd900 Series
Marketing Support cont.

- Channel Support
  - Call Centre Fulfilment Pack
  - Trade Launch Communications Pack
  - Web Pages
- Training Materials
  - Internal Motorola Materials
    - Standard Presentation (this !)
    - Product Launch Manual
  - Channel Training Materials
    - Roadmap Mini-Training Guide
    - Roadmap Standad Presentation
    - Accessories Training Pack
- Other Resources
  - Consumer PR Kit
  - Video, Product and Lifestyle Image libraries

Motorola cd900 Series
For Further Information

wings.motorola.com - New "Wings" Web site