



Device Spotlight: E380

E380 Features Exciting Applications and Unique Enablers

Later this year Motorola will launch the E380, an exciting handset packed with new technologies to deliver multi-sensory experiences to users. Motorola has teamed with First International Digital (FID) and Midway, both part of the Motocoder developer program, to develop applications for this new device.

FID has developed maxMIDI, a J2ME™ technology-based media player application that plays music synchronized with images and text. Using maxMIDI technology, Motorola and FID have created several compelling applications including karaoke and music slide shows that feature a variety of high profile musicians and artists.

Midway is supplying two applications to Motorola for use on the E380 - Kick Champion and Mahki. Kick Champion is a fast paced "penalty shot" style soccer game with a few surprises to keep players alert. Mahki is an easy and addictive puzzle game in which players try to clear colorful tiles from the playing board by selecting matching groups.

All three applications take advantage of the E380's unique enablers - Rhythm Lights and vibration. Rhythm Lights allows developers to turn colorful lights on and off on various areas of the device including the display, keyboard, and special lighting on the sides of the E380, to enhance their applications. For example, when a level of a game is cleared, Rhythm Lights can be programmed to flash green. maxMIDI also makes great use of Rhythm Lights by flashing multiple colors as music is played.

Vibration is another great enabler that allows developers to actuate the multi functional transducer (an advanced speaker technology) via low frequencies that can be included in a MIDI sound file. Imagine the phone providing tactile feedback to a user in time to the thump of a bass drum or when a user crashes a vehicle during game play.

For more information on the E380, check the MOTOCODER developer website for access to a variety of developer tools and documents.

E380 Tools:

- **Creating Media for the E380 Handset:**
http://63.236.59.78/motorola/pcsHome.jsp?rNumber=-941263359&node_id=156

Coming Soon:

- **Motorola Media Manager 1.3 - for the E380, C330 series, C350 series, and V600**
 - **Motorola SDK v4.0 for the E380, V600 and A760**
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