Mobility as a Human Enabler

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SEPARATION

Businesses – Two, Independent, Publicly Traded Companies:
- Enterprise Mobility Solutions & Networks
- Mobile Devices & Home

Rationale:
- Unique customer segments, product and sales cycles
  - Enterprise Mobility Solutions & Networks – enterprise focus
  - Mobile Devices & Home – consumer focus
- Grow shareholder value
- Increased strategic flexibility
- Stronger management & operational focus

Expect Both Companies to be Well Capitalized:
- Enterprise Mobility Solutions & Networks will be investment grade

Brand:
- Both companies will continue to have access to Motorola brand
Transition to smartphone portfolio underway

4.3 million smartphones shipped in past two quarters

#3 position in North America smartphone market in Q1 2010

11 smartphone devices launched through June 2010

#1 Cable/IP set-tops with 100M+ units shipped

#1 Digital video networks - 2,500+ headends passing 125M+ homes

#1 Digital video processing thousands of on-air channels worldwide

Introduced innovative 3D TV set-top boxes
Fundamental Drivers

**BANDWIDTH EXPLOSION**

**INTERNET**

**PERSONALIZATION**

**MOBILITY**
THE WORLD HAS CHANGED

WORLD POPULATION
4 births per second

MOBILE PHONE
39 sold per second
Mobility is a key enabler for Converged Content Experiences
Why Mobility?
Content delivered through Converged Solutions
TuVista- Converged Sports Solution

Botón izquierdo  Botón derecho  Palanca de mando
COMPANION EXPERIENCES ON PORTABLE/MOBILE DEVICE
Experiences Research

- **EXPLORATORY RESEARCH**
  - Conduct Ethnographic Style Research
  - Communicate Design Features & Design Principles

- **INTERACT**
  - Prototype & Evaluate Concepts

- **EXPERIENCE INNOVATION**

- **DESIGN GUIDANCE**
- **INTERACT**
Success Factors for Service Providers

1. Rapidly evolve services
2. Differentiate subscriber experience
3. Deliver across multiple screens
4. Enable personalization
5. Manage & Merchandize Infinite Content
Mobility and Context

Personalization

Interaction

Social Presence

Always on
Context is the Key to Compelling Experiences
Delivery Challenges Escalating

Manage Infinite Content

Manage Rights

Manage Access

Manage Complexity
Controlling Context

Personalization – data and models of user preferences and behavior

Interaction – capturing events and information as users interact with content and each other

Social context

Content metadata

Mobility - changing situational context, location
Content Meets Context

Intuitive Sharing

Natural Collecting

Effortless Exploring
Sharing Context Grows its Value
Technical Challenges

Context Collection

Interpreting and accuracy

Authoring context

Trust

Federation
A Context Framework

Data Sources
- Blur
- Mobile Client
- Medios

Data Capture and Preprocessing

Personalization services (e.g., Profiles, Recommendations)

Aggregated Profiles

Privacy & Security Controls

Partners

Application Support

Reporting, analysis, etc.
What if people shared more?
Motorola Mobility Vision

Cloud-based services deliver personalized, contextual information to make our digital lives easier.

Leading provider of innovative technologies, products and services that enable a broad range of mobile, information and digital entertainment experiences.
Mobility as a Human Enabler

Mobility is a key enabler for Converged Content Experiences

Context is the Key to Compelling Experiences

Sharing Context Grows its Value