

Brazil's Vivo Picks Motorola

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The largest mobile telephone carrier in South America with more than 25 million subscribers in Brazil, Vivo, selected Motorola's end-to-end PoC solution. Motorola was selected from a field of competitors after a three-month trial.

Motorola, Inc. has strengthened its leadership in the Push-To-Talk over Cellular (PoC) market with contract wins and mobile phone launches enabling the delivery of one-touch communication to cellular subscribers in numerous countries.

To date, Motorola has won PoC contracts with 23 network operators covering 27 countries and territories; this includes recently announced wins with Vivo in Brazil and Turkcell in Turkey.

Motorola's goal is to help operators and consumers across the globe reap the benefits of "Push-To" communications and establish the technology as a key driver for future innovation. Operators can benefit from reduced churn and increased revenue opportunities, while consumers can benefit from PoC's efficient one-to-one or group communication.

"Operators around the world are adopting Push-To-Talk over Cellular and Motorola offers them a very exciting and proven solution; one that enables consumers to experience the convenience, fun and efficiency of one-touch communication," said Adrian Nemcek, president, Motorola Networks and executive vice president, Motorola, Inc.

"With a heritage of innovation and a clear vision for the future, Motorola is becoming the ultimate PoC resource - creating new revenue opportunities and encouraging consumers to discover innovative ways to use 'Push-To-Talk' technology every day."

Other recently announced contracts by Motorola include Telcel (Mexico), Claro (Brazil), CTI (Argentina), Chunghwa Telecom (Taiwan), Bouygues Telecom (France) and Magticom (Georgia)

With over 65 years experience in Push-to-Talk, including two-way radios, Motorola has been at the forefront of the industry with many major Push-To-Talk enhancements.

In February 2004, Motorola announced its PoC Device Interoperability Program, extending its commitment to make its interface specifications available to licensees.

Push to Talk over cellular ("PoC") is a network and subscription dependent feature, and is not available in all areas. PoC connectivity requires PoC compatible phones.

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