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Motorola Mobility's HMC3260 "Cloud Broadband" Device Goes Wireless to Become Second Screen in the Home

Motorola HMC3260 "Cloud Broadband" device now enables Wi-Fi connectivity to allow consumption of games, video and other broadband services throughout the home

BEIJING – 21 March 2013, at [CCBN 2013](#) – Motorola Mobility's Home business has further built on its experience in the broadband communications and mobility industries by adding Wi-Fi to its innovative [HMC3260 "Cloud Broadband" device](#), currently from leading Chinese operator WASU and soon to be available more widely across China.

With wireless connectivity the HMC3260 becomes a true second screen within the home – allowing consumers to play their favorite games, message their friends and watch HD video, away from the main living room screen, over Wi-Fi.

[Motorola's annual Media Engagement Barometer](#) – released this week – demonstrates that China is a content hungry market with mature multi-screen behaviors. This new development, showing at this week's [CCBN](#) exhibition in Beijing, helps service providers like WASU meet the growing demand for high quality multi-screen services amongst Chinese consumers.

WASU Digital Group, one of China's leading cable and telecommunications service providers, is the first company to choose Motorola Mobility's HMC3260 Android™ enabled cloud computing device to provide a range of innovative cloud-based entertainment services to its customers. It uses an Android-powered, 18.5-inch LED touchscreen display to provide easy access to digital TV, movies, games, web browsing, apps and other DOCSIS*-based services on demand. The first Android-powered home broadband device, the HMC3260, provides customers with a truly converged broadband and TV experience with a unique and intuitive interface.

The Motorola HMC3260 now provides Internet access via an existing Wi-Fi broadband network; either via DOCSIS (provided it's possible to connect to a router) or through the use of a Wi-Fi dongle – removing the need for Ethernet cables. This means that with a wireless connection Motorola's HMC3260 can travel with its owner anywhere in the home, making it a flexible, portable solution for families with differing viewing preferences.

"WASU's customers already enjoy the fast broadband connection, and wide range of cloud-based services that the Motorola HMC3260 brings. By adding Wi-Fi it can become a true companion screen," said Kevin Keefe, vice president and regional general manager of Motorola's Home Division, Asia Pacific. "We know that Chinese consumers are the most prolific users of multi-screen services and this device becomes a mobile access point for entertainment and connectivity throughout the home. We've seen increasing interest in this device from a number of other companies and expect the HMC3260 to be available to more Chinese consumers soon."

*DOCSIS is a standard that permits the addition of high-speed data transfer to an existing cable TV (CATV) system.

Motorola at CCBN

For more on Motorola @ CCBN 2013, contact us (see below), or to see a demonstration of the GT-3 technology visit us at the Motorola Booth, Hall 3 Booth 3203. Please visit our blog, [MediaExperiences2Go](#) for more news from CCBN 2013.

About WASU

Wasu Digital Group is incorporated by Hangzhou Culture Radio Television Group and Zhejiang Radio & Television Group. Since 1999, adhering to the principle of "driving product, service and management innovation via system and technology innovation", Wasu has developed into a large state-owned media group in China with rapid development driven by "new media, new network". For more information, please visit www.wasu.com.cn/.

About Motorola Mobility

Motorola Mobility, owned by Google, fuses innovative technology with human insights to create experiences that simplify, connect and enrich people's lives. Our portfolio includes converged mobile devices such as smartphones and tablets; wireless accessories; end-to-end video and data delivery; and management solutions, including set-tops and data-access devices. For more information, visit motorola.com/mobility.

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