





Ron Garriques
President,
Mobile Devices Business



Mobile Devices: Our Strategy

***Grow profitably with ...
wickedly compelling products ...
and rich experiences ...
with quality and efficiency.***

Profitable Growth

	FY2004*	FY2006*	
Revenue	\$17,108	\$28,383	 66%
Units	104.5	217.4	 108%
Market Share	15%	22.2%	 7.2ppts
OE\$	\$1,698	\$2,689	 58%

**All financial data is net of items highlighted in press releases*

66M units

The demand and desire for Motorola products
is stronger than ever.

2007 Trends & Realities

- Mobility is a strategic imperative for the world's biggest industries: mobile internet, mobile TV, gaming, video and entertainment, music ...
- Motorola has the experience, know-how and intellectual property to capitalize on the opportunities this creates
- The 2007 mobile device market is expected to grow by \$13B vs. 2006
- Units are expected to grow 10% to 12% with a TAM of 1B+
- 2G and 2.5G device suppliers are consolidating – and the market remains big and profitable

2007 Trends & Realities

- 3G, 4G and Fixed-Mobile Convergence will begin to significantly drive the replacement cycle in 2007 ...
- These technologies will drive the cool experiences – mobile internet, mobile TV, gaming, video and entertainment, music
- Truly open platforms across technologies and enablers will drive an ecosystem that drives innovation and rich experiences
- Channel, brand, marketing, technology, IP and scale matter ...
- Motorola is positioned strongly for long-term growth in all regions

2007 Focus

Priority

- Return to double-digit Operating Margin during 2H'07

How

- Improve Gross Margin %
- Lower Cost Structure

The Specifics

Gross Margin % Improvement

- Further Simplify Platforms
- Deliver More “Whoa!” Products
- Leverage Investments in Served Markets
- Increase Brand Equity, Value and Marketing Effectiveness

Platform Strategy

Silicon



Creating competition across
3 silicon vendors for all tiers
and technologies:

Improved Cost Structure

Faster Time to Market

Software

Enterprise



Extreme Experiences

Multimedia



Feature Phones

Mass Market

Entry Level



TTPCOM

AJAR

Open Software Platform

Open Platform



Powerful Ecosystem



- LJ Increases Product Flexibility
 - single platform expands products
 - lower product cost
 - accelerates time to market
- LJ Accelerates Innovation
 - responsive to customer needs
 - responsive to market
 - collaborative development model
- Ecosystem drives Differentiation
 - millions of developers
 - thousands of applications
 - broad carrier and supplier support

“Whoa!” Products

***Mobile Devices
Accessories:
S9***



“Whoa!” Products

***Entry Level:
MOTO FONE***



“Whoa!” Products

***Mass Market:
W Platform
Candybars***



W360



W208



W205

“Whoa!” Products

Mass Market: W Platform Clams



W510



W395



W375

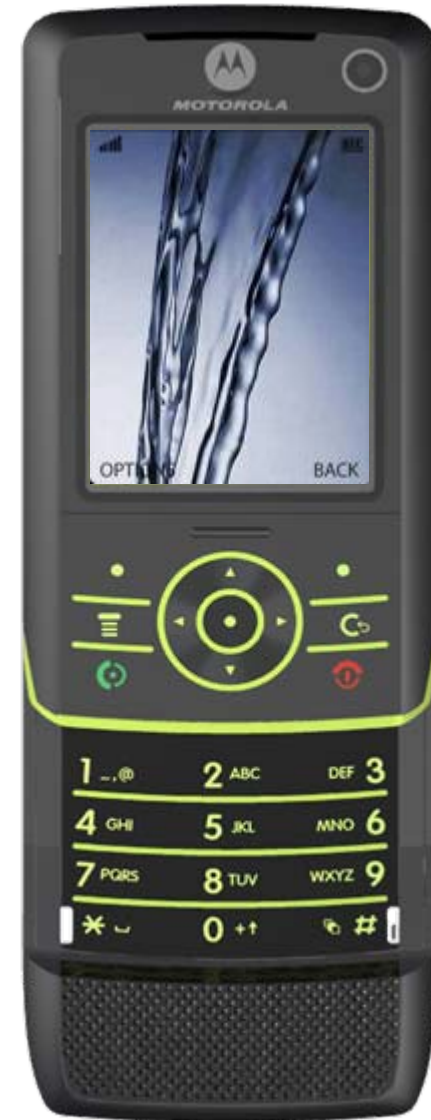
“Whoa!” Products

Feature Phones: MOTORIZR Z3



“Whoa!” Products

Feature Phones: MOTORIZR Z8



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3



“Whoa!” Products

Feature Phones: MOTORAZR V3xx



“Whoa!” Products

Feature Phones: MOTOKRZR K1



“Whoa!” Products

Feature Phones: MOTOKRZR K1m



“Whoa!” Products

Feature Phones: MOTOKRZR K3



“Whoa!” Products

***Multimedia:
MOTOMING***



“Whoa!” Products

Multimedia: MOTORAZR maxx



“Whoa!” Products

Multimedia: MOTORIZR Z6



“Whoa!” Products

MOTO  **MUSIC**

***Extreme
Experience:
MOTOROKR E2
MOTOROKR E6***



“Whoa!” Products

Enterprise:



“Whoa!” Products



***Enterprise:
MOTO-Q EV-DO
Available Now***



“Whoa!” Products

Enterprise: MOTO-Q EDGE



“Whoa!” Products

***Enterprise:
MOTO-Q² HSDPA
and EV-DO***



***Coming at 3GSM
World Congress
in Barcelona***

“Whoa!” Products

SCPL Broadband Platform and Beyond







Increase Brand Equity



Lower Cost Structure

Why

- Driving more efficiency

What We're Doing

- Flattening management layers
- Accelerating resource deployment to growth and innovation
- Stopping work on legacy platforms

2007 Financial Goals

Return to double-digit
Operating Margin during
2H'07 while growing the
business and investing in
technologies and markets