



Motorola Honored with Multiple Awards at CES

ROKR E8, Accessories Win Multiple "Best of CES", Additional Awards at the 2008 International Consumer Electronics Show

LAS VEGAS – 14 Jan. 2008 – Innovative, new mobile devices and accessories from Motorola (NYSE: MOT) were among the most honored at the 2008 International Consumer Electronics Show. [ROKR E8](#) received four prestigious awards including the CNET People's Voice Award, while the [MOTOROKR S9](#) and [Motorola T815](#) each took top honors in the **2008 CES Best of Innovations Design and Engineering Award** and Bluetooth Special Interest Group Award, respectively. With an additional eight Motorola products receiving honorable mentions, Motorola will clear the mantle for 14 new awards and accolades from CES.

"The honors and accolades bestowed upon Motorola at CES underscore our strategy of creating authentic, personal mobile experiences that fit into – and enhance – consumer lifestyles," said Jeremy Dale, vice president, global marketing, Motorola Mobile Devices. "We are honored by this recognition of our innovative devices and are thrilled to deliver these new products to consumers in the coming months."

ROKR E8 Rocks CES

ROKR E8, the new addition to the Motorola ROKR portfolio features breakthrough ModeShift technology, so consumers only see the buttons they need for a music player, cell phone or imaging device -- at the exact moment they need them. The ROKR E8 took the spotlight at CES with a number of key honors from leading technology media outlets. ROKR E8 was recognized with:

CNET Best of CES award in the Cell phones and Smartphones category, as chosen by the editors of CNET. The third annual Best of CES Awards honor the top product in each of 10 designated product categories based on hundreds of entries.

CNET People's Voice Awards, based on nearly eleven thousand votes from consumers and show attendees wishing to recognize their favorite product at CES.

Popular Mechanics Top 20 Products of CES – Editor's Choice Award for which the editors of *Popular Mechanics* magazine lauded Motorola for bringing haptics technology to everyday consumer products.

LAPTOP Magazine Best of CES 2008: Best Cell Phone chosen by the editors of LAPTOP which also noted "amazing work Motorola has done to improve haptics technology."

Recognition for Innovation

The **MOTOROKR S9** headset, which integrates Bluetooth® enabled wireless stereo music and phone calls with an unmatched lightweight design and behind-the-head wearing style, was honored with the **2008 CES Best of Innovations Design and Engineering Award** in the headsets category. Now in its 11th year, the "Best of Innovations" Awards are given to the most highly honored products in each category of this consumer technology award program. Additional Motorola products, including next-generation **RAZR²**, **MOTOPURE H12** Universal Bluetooth Headset, the kick-slider media monster - **MOTO Z8**, [MOTOROKR T505](#) Bluetooth In-Car Speakerphone and Digital FM Transmitter, and the HSDPA smart device [MOTO Q 9h global](#) each received an honorable mention in their respective categories.

Bluetooth Leadership

Several Motorola Bluetooth enabled products were honored by the Bluetooth Special Interest Group (SIG) in its third annual "Best of CES" competition. The **Motorola T815**, Smartphone-Based Navigation System featuring MOTONAV, was awarded the "Best of" in the Bluetooth transfer category, while the **MOTOPURE H12** noise-reduction headset was recognized as a finalist in the Bluetooth headset category. The sleeker, smarter **RAZR² V9m** and the clip-and-go auto accessory, the **MOTOROKR T505**, received an honorable mention in the respective Bluetooth music and vertical categories.

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of seamless mobility, the people of Motorola are committed to helping you connect simply and seamlessly to the people, information and entertainment that you want and need. We do this by designing and delivering "must have" products, "must do" experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$42.8 billion in 2006. For more information about our company, our people and our innovations, please visit <http://www.motorola.com>.

For more information, please visit www.motorola.com/mediacenter. B-roll is available upon request.

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