

## VIDEO

**1)** Fade up from black into slow-motion sequence of slow dissolves between representative flags from around the globe, implying Motorola's global presence (i.e. flags from USA, Canada, Mexico, South American countries, Japan, China, India, Europe, etc.)

**2)** Brightly colored, splashy GRAPHICS comprise background at the downbeat of music change...and the Motorola logo flashes to mid-screen. A fast-paced sequence of Motorola Cellular phone application shots, mixed with Motorola Cellular phone feature display icons unfolds. Images are composited in both black and white and color within and outside of a brightly colored frame in which graphic elements are constantly moving and changing. (*Lift opening sequence from existing "Cellular Quality" video.*)

**3)** Big bold letters consume the screen against splashy graphic background:  
*A Leader in CHOICE*

**4)** Segue into rapid succession of ECU beauty shots of various models of Motorola Cellular phones composited with lifestyle images. Succession of technology SUPERS follows, linking technologies to product beauty shots:  
*GSM 1900...StarTAC™ and Select 6000, TDMA...M75, CDMA...SC-720, GSM...StarTAC™ and 8700, DCS 1800...?, PDC...Digital Mova M 101, AMPS/NAMPS...MicroTAC Elite, PPS, Profile 300 and Profile 700.*

**5)** Big bold letters consume the screen against splashy graphic background:  
*A Leader in SIZE*

## AUDIO

LOW RANGE, MYSTERIOUS MUSIC IN AND UP.

HARD-DRIVING, UP TEMPO MUSIC WITH A DANCE, RHYTHMIC BEAT SLAMS IN AND UP. MALE VOICE WHISPERS: "Motorola"

SERIES OF MALE AND FEMALE VOICES (WHISPERED): "Reliability"

FEMALE VOCALIST SINGS: "Motorola"

MUSIC CONTINUES UP FULL.

SERIES OF MALE AND FEMALE VOICES (SOFTLY SPOKEN): "Quality"

## VIDEO

**6)** Segue composite montage. KEY IN TEXT sequentially :  
*Small...Smaller...Smallest...as each pertains to these phone models: MicroTAC Lite II...M75...StarTAC 8600.*

**7)** Big bold letters consume the screen against spashy graphic background:  
*A Leader in WEIGHT*

**8)** Segue composite montage. KEY IN TEXT sequentially:  
*Light...Lighter...Lightest...as each pertains to these phone models: MicroTAC Select (5.4 oz.)...MicroTAC Elite (3.9 oz.)...StarTAC 8600 (3.1 oz.)*

Final composite frame features StarTAC™ phone KEY IN TEXT:

*Motorola StarTAC™  
Wearable Cellular Phone  
3.1 oz.*

*World's Smallest, Lightest Cellular Phone*

**9)** Big bold letters consume the screen against splashy graphic background:  
*A Leader in Displays*

**10)** Segue to composite montage of lifestyle shots--showing people all ages, races, and walks of life using Motorola Cellular phones--mixed with ECU beauty shots of of the following displays and display messages:

KEY IN TEXT: *Scrolling LED Display*  
ECU of TDMA M75 demo of message in display. Hand model presses *FCN*, then *envelope buttons*.

KEY IN TEXT: *4-Line Full Graphic Display*  
ECU of Select 6000 demo of wake-up graphics and messaging. Hand model presses "on" , menu, #...3 times to

## AUDIO

MIX IN SFX OF PHONE TONES WHERE APPROPRIATE.

FEMALE VOCALIST SINGS:  
*"Motorola"*

## VIDEO

“Messages”, presses OK to Message Editor, hit OK again...message pops up. Composite with:  
ECU of GSM StarTAC. Hand model hits arrow, then # and \* to scroll, hits OK to Message Editor, hits OK...and message pops up.

KEY IN TEXT: *2-Line LED Display*  
ECU of CDMA SC-720. Hand model uses Smart button to scroll until “Digital Quality” appears.  
Composite with:  
ECU of AMPS Profile 300. Hand model demos Program 800-331-6456...pops into display.  
Composite with:  
ECU of AMPS Elite. Hand model hits Name Menu and scrolls to “Stacy Home”

KEY IN TEXT: *2-Line LCD Display*  
ECU of Profile 700. Demo of features menu.

KEY IN TEXT: *Dedicated Battery and Signal Strength Indicators*  
ECU of StarTAC 8600 composited with ECU of Profile 700. Hand model demos power on.

KEY IN TEXT: *Supports Chinese and Japanese Kana Characters*  
ECU of GSM GC-87C composited with ECU of Japanese MicroTAC Elite.  
Hand model demo power on...and power on with menu scroll.

**11)** Big bold letters consume the screen against splashy graphic background:  
*A Leader in FEATURES*

**12)** BUILD sequence of MCU angles of Motorola Cellular phones in use, composited with ECU angles some of the

## AUDIO

SERIES OF MALE AND FEMALE VOICES  
(SOFTLY SPOKEN): “Quality”

FEMALE VOICE WHISPERS:  
“Motorola”

SERIES OF MALE AND FEMALE VOICES  
(WHISPERED): “Reliability”

## VIDEO

hottest features offered by Motorola Cellular phones as follows:

KEY IN TEXT: *VoiceNote™ Text*  
ECU of StarTAC 8600. Hand model demos.

KEY IN TEXT: *Smart Button*  
Composite ECUs of StarTAC 8600, GSM 1.9 StarTAC and CDMA SC-720. Hand model presses Smart button, uses keys to scroll through names, presses SND to place call. ALT action: Hand model presses FCN, Smart button then scrolls through features using arrow keys.

KEY IN TEXT: *Calling Line ID*  
ECU of PPS phone. Hand model presses PWR, RCL, then presses and holds RCL

KEY IN TEXT: *Personality Interface™*  
Also KEY: *Lets YOU choose features you need most!*  
Composite ECUs GSM 1.9 StarTAC, GSM 8700. Hand model presses Menu, uses # to scroll, uses OK key until a prompt appears offering choices. Press # to scroll through choices. Press OK to add a feature to the short menu.

KEY IN TEXT: *VibraCall™ Alert*  
Composite ECUs of StarTAC, Select 6000 GSM StarTAC. Hand model presses FCN, 8...presses arrow, #, then scrolls using # until VibraCall appears. Hit OK to select (Select 6000 & GSM StarTAC).

**13)** Big bold letters consume the screen against splashy graphic background:  
*A Leader in Battery & Charging PERFORMANCE.*

**14)** BUILD composited sequence of application and hand shots demonstrating

## AUDIO

MUSIC BUILDS. FEMALE VOCALIST SINGS:  
*"Motorola"*

SERIES OF MALE AND FEMALE VOICES (SOFTLY SPOKEN):  
*"Resilience"*

## VIDEO

Motorola Cellular batteries and chargers. Show variety of batteries, chargers and CLA's. Show StarTAC and Elite Lilon, StarTAC Charger, Elite Charger, Elite CLA, StarTAC CLA, MicroTAC CLA. *(Lift some of the scenes from "Motorola Cellular Accessories" video)* KEY IN rapid succession of TEXT: *Nickel Metal Hydride, Lithium Ion E•P, Nickel Cadmium, Lead Acid, Alkaline.*

As each type of charger reveals, KEY IN ID: *Overnight Charger...IntelliCharge™ XT Rapid Charger...Travel Charger... Ultra Saver™ Adapter...Vehicular Charger Holder...E•P Desktop Charger...AC Adapter...Cigarette Lighter Adapter, etc.*

**15)** Big bold letters consume the screen against splashy graphic background: *A Leader in DIGITAL.*

**16)** Composite user applications with *DIGITAL* message. KEY IN TEXTUAL SCROLL: *GSM 1900 StarTAC, Select 6000, TDMA M75, CDMA SC-720, PDC Mova M101, GSM StarTAC, 8700, DCS TBD.*

**17)** RECAP montage begins with reprised clips from each of the preceding sequences. Between reprisals, big bold letters consume the screen against splashy graphic background: *A Leader in CHOICES... A Leader in SIZE... A Leader in WEIGHT... A Leader in DISPLAYS... A Leader in FEATURES... A Leader in BATTERY & CHARGING PERFORMANCE*

*A Leader in CELLULAR PRODUCTS.*

## AUDIO

MALE VOICE WHISPERS:

*"Motorola"*

SERIES OF MALE AND FEMALE VOICES

(SOFTLY SPOKEN): *"Quality"*

## VIDEO

**18)** Segue into ending sequence of application shots similar to opening sequence begins. Images are composited in both black and white and color within and outside of a brightly colored frame in which graphic elements are constantly moving and changing.

**19)** Motorola logo flashes to center screen against brightly colored, splashy background. Slogan KEYS IN under logo: *Working For You!*

Fade to black.

## AUDIO

FEMALE VOCALIST SINGS:  
*"Motorola"*