

# DigitalDNA™ from Motorola™

DigitalDNA from Motorola is embedded electronic solutions for smart products that connect your world.

## Smart, Embedded Technology

DigitalDNA embedded solutions – chips, systems, software and ideas – help smart companies create smart products. Smart products are simple, intuitive and easy to use – and they are increasingly able to connect your world through smart networks. Smart networks enable you to link to people and information at any time and from any place.

## Smart Collaboration

Motorola collaborates with the world's leading companies, which use

DigitalDNA embedded solutions to help create smart products for your home, your work, your car – or wherever you happen to be.

With DigitalDNA, Motorola combines its legacy of technological leadership with a focus on your business – building relationships that enable you to leverage Motorola's strengths – from engineering and design to marketing and logistics.

## Smart Results

Smart, embedded technology is at the heart of smart products and the smart networks that enable you to connect your world.

Consumers experience Motorola's smart, embedded solutions when they use the

world's leading automotive, entertainment, networking and wireless communications products. For example: car transmissions that automatically adjust to the way you drive. Cell phones that can access e-mail. Set-top boxes that convert HDTV signals to high-quality, digital pictures in standard-definition TV sets. Internet equipment that streamlines the flow of information and reduces downtime. The possibilities are limited only by imagination.


Put DigitalDNA from Motorola to work for you, and find out how smart, embedded solutions can help connect your world.

## About Motorola, Inc.

Motorola is a global leader in providing integrated communications solutions and embedded electronic solutions. We employ approximately 129,000 people worldwide. Sales in 1999 were \$30.9 (USD) billion. The corporate Web site is <http://www.motorola.com/>

## Visit Our Web Site

Please visit the DigitalDNA Web site at <http://www.digitaldna.com>

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