Motorola Endeavor HX1
Key Messages and Q&A
6/9/09 – FINAL PENDING ONE CLAIM SUBSTANTIATION

MESSAGING
Motorola, the No. 1 leader in the world for Bluetooth headsets, expands its industry-leading headset portfolio with the addition of Motorola Endeavor HX1

- Continuing to bring advanced noise reduction technologies to headsets while still delivering on high standards for style, fit and ease of use

Motorola Endeavor HX1 takes wind out of the equation with the stealth mode that activates true bone conduction technology to deliver a revolutionary audio experience in extreme noise and wind environments

- With a touch of a button, the stealth mode is activated and an in-ear sensor uses true bone conduction technology to relay only your voice while knocking out intense noise and wind
- Trumps imposters by using an in-ear sensor to seal off outside noise, rather than relying on an exposed exterior microphone
- Uses the same bone conduction technology that special military forces around the world use for hands-free communication in extreme situations

Motorola Endeavor HX1 is equipped with award-winning CrystalTalk™ technology and intuitive voice prompts for quick, easy and clear hands-free calls every day

- CrystalTalk™ technology is always-on to reduce everyday background noise so that you can hear and be heard
- Supports active and demanding lifestyles with voice prompts to help you feel comfortable using the device in no time
- Talk more and charge less with up to seven hours of talk time

Q&A: Motorola Endeavor HX1
How does Motorola Endeavor HX1 outperform any other headset in the most vicious winds?
Motorola Endeavor HX1 combines CrystalTalk™ with the stealth mode, which uses true bone conduction technology to seal off outside noise so you can hear and be heard.

What is bone conduction technology?
Used by special military forces around the world, bone conduction technology works by picking up the vibrations of voice through the bones of the skull via an in-ear sensor, and then seamlessly converts these internal vocal vibrations to speech.

What are the benefits of bone conduction technology?
True bone conduction technology makes it possible for you to be heard, even in windy and noisy environments, so you can be heard almost anywhere. Motorola Endeavor HX1 uses true bone conduction technology to deliver a superior audio experience. When stealth mode is activated, an in-ear sensor uses bone conduction to tap your vocal vibrations and seamlessly convert them to speech so the listener hears your voice and your voice only.

What are the drawbacks or limitations to bone conduction technology?
Because bone conduction technology requires that a sensor be in constant contact with the ear to pick up the user’s voice, the user may need to try on a few (3) different ear cushions to ensure the best fit. There are multiple cushions included in the Endeavor HX1 packaging.
When I tested the stealth mode, I was not heard very clearly on the other end. Why does this happen?
The stealth mode should only be turned on when the noise or wind around you becomes too disruptive to be heard. When activated, true bone conduction technology will take your vocal vibrations and convert them to speech so the listener hears what you are trying to say. The sound might be perceived as robotic may seem digitized, but enables you to be heard even in fierce conditions.

What is the difference between bone conduction and the stealth mode?
The stealth mode is bone conduction technology. Switch "on" the stealth mode to activate true bone conduction technology.

Will bone conduction technology replace the CrystalTalk™ technology currently used in some Motorola headsets?
Motorola aims to be a leader in advancing the audio quality of its headsets. Bone conduction technology will compliment CrystalTalk™ on the Motorola Endeavor HX1. Crystal Talk™ is always on to reduce everyday background noise. When the surrounding noise becomes severe, the user can switch on the stealth mode button to activate true bone conduction technology, which uses sensors to tap your vocal vibrations and seamlessly converts them to speech so the listener hears your voice and your voice only.

What are the charging options and talk time for the Motorola Endeavor HX1?
The Motorola Endeavor HX1 features seven hours of talk time and quick charge provides over 1 hour of talk time with just 15 minutes of charging.

Does the Motorola Endeavor HX1 come with a protective carrying case?
No. However, the first three thousand in a special pack in China will include a belt clip.

Does the Motorola Endeavor HX1 attach to your ear?
No. The Motorola Endeavor HX1 uses an in-ear sensor instead of an exposed exterior microphone used in competitive solutions. As you speak, the sensor taps your vocal vibrations and seamlessly converts them to speech so the listener hears your voice and your voice only.

Who do you see as the audience for the Motorola Endeavor HX1?
Any consumer who demands a premium noise-reduction headset for noisy or windy environments could benefit from a headset combining CrystalTalk™ with the stealth mode, which uses true bone conduction technology.

When is it necessary to switch the stealth mode on and activate bone conduction technology?
Switch on the stealth mode to activate true bone conduction when noise and wind reach extreme levels, to seal off any and all background noise from your conversation so you know you are being heard. There are many real life, everyday scenarios that are ideal for using the stealth mode. For example:
- Driving in convertible, motorcycle, or truck
- Listening to a concert
- Outdoors on extremely windy days
- Sitting on the tarmac of an airport
- Working at a mechanic shop
- Doing home improvement projects
- Working as NASCAR crew
- Gambling in a casino
- Walking or driving through a wind tunnel

How is bone conduction technology turned on and off on the Motorola Endeavor HX1?
Motorola Endeavor HX1 will feature a stealth mode button to activate true bone conduction technology when surrounding noise becomes severe. CrystalTalk™ is always on to reduce everyday background noise.
Will the use of bone conduction technology hinder the design and style of the Motorola Endeavor HX1?
Motorola aims to simplify life through both design and experience. The Motorola Endeavor HX1 is designed to offer noise-reduction technology for clearer audio while still delivering on our high standards for style, fit, and ease of use.

Will Motorola Endeavor HX1 cost more than other noise-reducing headsets on the market?
The pricing of the Motorola Endeavor HX1 will be comparable to other noise suppression headsets in our portfolio.

STANDBY STATEMENT FOR ADDITIONAL PRODUCT QUESTIONS
We are not announcing additional details on availability, pricing, and features at this time for Motorola HX1.

Q&A: NEXTLINK AGREEMENT
Is this the same technology Motorola bought from Nextlink?
Yes. Motorola is focused on innovative technologies that drive the best experience possible for consumers. Sometimes those are home-grown in our innovation labs and other times, we leverage best-in-class solutions developed outside. By leveraging Nextlink's bone conduction technology, we'll deliver first-in-class products to the market at a faster pace.

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