



## Motorola Deploys Location Based Services for NTT DOCOMO

TOKYO, May 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- [Motorola](#), Inc. (NYSE: MOT) today announced that NTT DOCOMO, INC., the largest mobile operator in Japan, will deploy Motorola Mobile Advanced [Location System](#) (MALS) to power DOCOMO's new [location based services](#) (LBS). Motorola MALS will enable DOCOMO to deliver new personalized user experiences to customers and enhance the operator's competitive edge in the international roaming market.

Motorola MALS is an innovative, standards-compliant, end-to-end location-based solution that is designed for low latency, high availability and high accuracy to meet the needs of the next generation of LBS. MALS is compliant with the Open Mobile Alliance (OMA) Secure User Plane Location (SUPL) 1.0 standard, allowing faster and more accurate detection of the position of DOCOMO's users, even when using base stations of overseas carriers in the roaming areas. The services will allow DOCOMO to deliver a new [media mobility](#) experience to customers anywhere in Japan or overseas.

By using new location based services with handsets supporting SUPL, DOCOMO's users not only can enjoy the services in Japan, but more importantly, they can utilize other services like digital maps, store locations and navigation assistance while traveling overseas. The services also make many new applications possible, such as pedestrian navigation, to bring highly personalized mobile experiences to users.

"It is DOCOMO's priority to enable great convenience for our customers," said Mitsunobu Komori, managing executive vice president, chief technical officer, member of the Board of Directors and managing director of the R&D Center at NTT DOCOMO. "The deployment of Motorola Mobile Advanced Location System further reinforces our commitment to this effort. Motorola's system has a proven track record in the international market and provides us with the suitable solution for rapid and efficient service deployment. The system has been tested and proven to deliver excellent performance in obtaining position data and detecting location."

Motorola MALS detects the user's location by calculating reference positions provided by mobile networks and GPS satellites. The system is supported by the Gateway Mobile Location Center (GMLC), which makes the most effective use of Assisted-GPS (A-GPS) to reduce measuring time and improve accuracy compared to the conventional standalone GPS.

"This new deployment proves that NTT DOCOMO has confidence in Motorola and values our optimal mobile solutions and leadership in advanced wireless technologies and applications services," said Joe Cozzolino, senior vice president and general manager, Home & Networks Mobility, Motorola EMEA & Asia Pacific. "Motorola is committed to providing operators with fully integrated and customizable mobile application solutions that enable them to deliver [personalized media experiences](#) to consumers. We are pleased to help DOCOMO drive its value-added services by using our expertise fostered through working with leading operators globally."

With world-class experience, Motorola is able to design, deploy and integrate complex and demanding end-to-end solutions, enabling operators to offer the latest technology and innovative applications to their customers.

### About NTT DOCOMO

NTT DOCOMO is the world's leading mobile operator and provider of advanced mobile services. The company serves over 54 million customers in Japan, including 48 million using i-mode(TM), the world's most popular mobile e-mail/Internet platform, and 49 million using FOMA(TM), the world's original 3G mobile service based on W-CDMA. As a leader in the development of cutting-edge mobile technologies, DOCOMO is continually expanding the role of mobile phones as versatile and highly personalized "lifestyle tools" for everyday life, including with a wide range of innovative services for mobile payments, GPS, mobile TV, multimedia content and much more. NTT DOCOMO is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. For more information, visit [www.nttdocomo.com](http://www.nttdocomo.com).

FOMA and i-mode are trademarks or registered trademarks of NTT DOCOMO, INC. in Japan and other countries. FOMA service is only available in Japan.

### About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to high-definition video and

mobile devices, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$30.1 billion in 2008. For more information, please visit [www.motorola.com](http://www.motorola.com).

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