

Motorola expands in Recife

With an exclusive building at the Porto Digital, the company foresees new opportunities in the R&D Partnership with C.E.S.A.R and CIn-UFPE

A Partner since 2000, Motorola Brasil is expanding investments at the Porto Digital, one of the major centers for excellence in Information Technology in Brazil, which includes the Recife Center for Advanced Studies and Systems (C.E.S.A.R.), and the Computer Science Center at the Federal University of Pernambuco (CIn-UFPE). The company is the first in the mobile phone field to count on an exclusive building at the Porto Digital, which includes more than 350 researchers and already has plans for expansion.

The construction houses engineers and students, and is the base for some of the principal research and development projects for the company in partnership with C.E.S.A.R and CIn-UFPE, entities that work with Motorola in the field of innovation, one of the prime objectives at the firm: The Brazil Test Center (BTC), with its award program in Software Residence, make up part of the list with innumerable services and solutions in the field of cell phones and iDEN for private companies and the Government.

The Brazil Test Center is one of the highlights of this partnership. Since the beginning of the project, over 20 million dollars have been invested. For the next 12 months, Motorola plans to invest another 9 million dollars in the partnership with C.E.S.A.R and CIn-UFPE, directed towards the creation of test platforms for cell phone software.

According to Rosana Fernandes, Research and Development Director for Motorola, the installations improve the logistics for work and accelerate the processes. The Researchers are collectively joined, facilitating information exchange. "Projects developed in this building are extremely strategic for us and need a special infrastructure", she said. "Beyond this, working with C.E.S.A.R and CIn-UFPE, entities with recognized technological competence throughout the world, we create a center for excellence, and critical mass necessary for the cell phone market, which harbors a great demand for software professionals."

"This partnership with Motorola makes up part of C.E.S.A.R. history", explains Sergio Cavalcante, CEO for the institution. "It is a way to incorporate resources and complementary ideas, generating knowledge and jobs in a creative manner within a dynamic, participative, and cooperative environment", he summed up.

The Motorola Brasil technological development program was created in 1997. By the end of 2005, the company had already invested over 225 million dollars in R&D within the Country.

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Motorola

Motorola is known throughout the world for its innovation and leadership in wireless communications, along with the Broad Band approach itself. Inspired in the concept of Seamless Mobility (total mobility) – the vision of the Company concerning the future of the technology – Motorola is committed in offering connection solutions that facilitate access to information, entertainment, and to other people. It develops products that everybody wants to have, incredible experiences, powerful networks, and complete support services. Part of the Fortune 100 ranking, the company reached 36.8 billion dollars in sales for 2005.

Since 1995, Motorola has invested over 500 million dollars in Brazil, including the sum destined for construction of the Industry and Technology Campus at Jaguariúna in San Paulo. Beyond involvement in the fields of cell phone manufacturing, (CDMA and GSM technologies), iDEN terminals, base stations for radio, professional communications and vehicle locating equipment; research and development centers for software are being installed at the Campus, directed towards mobile equipment and network infrastructure systems and solutions. For more information, visit the Motorola site at www.motorola.com.br.

Karla Otranto – karlaotranto@rp1.com.br
Samantha Simon – samanthasimon@rp1.com.br
Renata Mesquita – renatamesquita@rp1.com.br
Soraia Ascari – soraiaascari@rp1.com.br
RP1 Comunicação

Tel.: 11 5501-4655

www.rp1.com.br

Motorola Brasil

Comunicação e Assuntos Corporativo
(Communications and Corporate Affairs)

Luciana Vedovato

www.motorola.com.br

C.E.S.A.R – Innovation and Entrepreneurism are key words for C.E.S.A.R – The Recife Center for Advanced Studies and Systems, Created in 1996, C.E.S.A.R is a private institution creating products, processes, services, and innovative companies using Information Technology and Communications (ITC). It is one of the most highly regarded providers of solutions and consulting for the market. This is attested to by the number and variety of clients from all over the country, as well as by public recognition – that has earned it, among others, the FINEP National Award as the Country's Most Innovative Research Institution in 2004, and the Info 200 Award for the Best Software Service Company, by Info Magazine in 2005. With approximately 650 collaborators and sales of 38 million reais for 2005, C.E.S.A.R functions as a catalyzing force for a learning and business network that includes institutions for education and training, and the cluster of ITC companies in Pernambuco. It develops its objective, which is to "Bring about the Self-Sustaining Transference of Information Technology Knowledge between the Academic World and Society", in two fronts of activity: the execution of research, development, and innovation projects; and by stimulating the creation of new business for ITC's.

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