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## Motorola Push-To-Talk over Cellular

## INSTANT COMMUNICATIONS TAKEN TO THE NEXT LEVEL

Motorola's IP Multimedia Subsystem (IMS)-based "Push-To" solutions bring immediacy to communication. The voice equivalent of Instant Messaging, Push-To-Talk over Cellular (PoC) captures the richness of voice conversation that is otherwise lost in text-based messages, while giving users a direct "hotline" to their buddy or group. Best of all, Motorola's Push-To-Talk over Cellular (PoC) and advanced Push-To-eXperience offerings meet three key objectives for service providers – increasing Minutes of Use, reducing customer churn, and maximizing potential revenue from existing network investments.

**MOTOROLA PUSH-TO-TALK OVER CELLULAR (PoC)**

Motorola's Push-To-Talk over Cellular offering enables today's packet data networks (CDMA 1X, GPRS, etc.) to deliver high-margin voice services. Quick Push-To-Talk over Cellular service combines the flexibility of mobile messaging with the ease-of-use of voice, creating new revenue opportunities and delivers superior 'return on bandwidth' for mobile operators.

**MOTOROLA PUSH-TO-EXPERIENCE (PTX) ECOSYSTEM**

Moving beyond traditional Push-To-Talk, Motorola is ushering the technology into the next phase of its evolutionary path with Push-To-eXperience. Our PTX portfolio leverages the immediacy of PoC and extends its reach to new domains, including computers and other devices. With the push of a button, Motorola's Push-To-Email solution allows users to record and send important voicemail to an email account, and Motorola's Push-To-PC solutions enable mobile users to speak with a group of colleagues on their personal computers and visa versa. Another PTX application is Push-To-View where, for example, proud parents can send a picture of their newborn child to family and friends while telling them about the delivery.

Let us help you attract buyers with Motorola's PoC handset portfolio and Client Software referrals. Motorola's PTX portfolio offers one push access to more powerful ways to communicate... and more exciting ways to attract high revenue customers to your network. Motorola's end-to-end PoC portfolio including differentiated Push-To-eXperience solutions, Motorola's PTT handset portfolio and Client Software referrals, as well as full pre and post deployment services, bring you a turn-key solution that's easy to integrate into your mobile network.

## Questions?

Want more information about Motorola's Push-To-Talk over Cellular solutions? Please [contact us](#).

## Related Downloads

- [MOTOZINE article: Push-To-eXperience Comes to Life](#) (207KB PDF File)
- [Learn about our PoC Interoperability Program](#)
- [Open Mobile Alliance](#)
- [Motorola Push-To-Talk over Cellular \(PoC\)/Push-To-eXperience \(PTX\) Overview Brochure](#) (165KB PDF File)
- [Motorola Push-To-Talk over Cellular \(PoC\) Demo](#) (4.09 MB Flash File)