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Motorola - SLVR L6

MOTOROLA
SLVR L7

Announced

February 2005

Weight

96 grams

Features

When launched, Motorola described the SLVR L7 as its “next generation design ultra-slim handset”. The company claimed the “inspirational mobile device reflected two key silhouettes - sleek and thin - both at the core of Motorola’s evolving design philosophy.” The phone featured a digital audio player, Bluetooth connectivity, email and an integrated VGA camera. Motorola stated that the SLVR L7 was “created for successful and image-conscious consumers who valued performance and style” allowing them to “express their individuality in cutting-edge design and function”. The phone had a precision cut metallic keypad, chrome-plated side keys, a glass-filled body for rigidity and an anodized aluminium battery door. In the UK, Motorola offered a special [Product Red](#) edition which the Mobile Phone Museum has in its collection. This device was given as a gift at the 2006 Armani London Fashion Week catwalk show at Earl's Court as part of a goody bag given to the celebrity audience attending the event. For every red SLVR L7 purchased, £10 (US\$19) was donated to The Global Fund to help AIDS programmes in Africa that aimed to positively impact the lives of women and children affected by HIV/AIDS.

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