

4 September 2008

By: Florin Troaca, Communications News Editor

MOTOJEWEL
Motorola

[Motorola's Diamond Is Called Jewel](#)

Fancy clamshell for fancy girls

When HTC officially presented its [Touch Diamond](#) Pocket PC, the other major mobile manufacturers probably regretted they hadn't come up with a similar idea first. Well, it is still not too late, and Motorola is surely proud to present its latest creation, called MOTOJEWEL. The new handset is a clamshell that mixes the look of the already available [U9](#) with a diamond-like cover. Featuring a mirror finish, a "3D crystal-cut design," a Midnight Quartz color and a purple alphanumeric keypad, the MOTOJEWEL will be released in the UK to "spark desire among fashionistas." Obviously targeted towards women and girls (Moto says so), the new clamshell is offered together with a "mini clutch" made not only for the phone itself, but also for indispensable stuff like credit cards and lipstick. As for the phone's specs, these include: touch sensitive music keys, Microsoft Windows Media Player 11, stereo Bluetooth, CrystalTalk technology, animated screensavers, a 2 Megapixel camera with digital zoom and video recording, push email, SMS, MMS, WVIM and so on. No details yet about the presence or absence of 3G or about the internal memory. Talking about the glamorous handset, Andrew Morley, vice president of marketing, Mobile Devices, Motorola, said, "MOTOJEWEL combines fashion-forward trends with the latest in premium mobile design and inventive controls to deliver a unique and mesmerizing mobile experience." The new and jewel-ish Motorola clamshell will be on sale, via Carphone Warehouse, starting November - just in time for Christmas. The phone's price has not been announced, and neither its possible release in other markets except the United Kingdom. As a side note, I've discovered there is a Canadian clothing company called MoToJeWel, that apparently has the *word* "Motojewel" trademarked. This being said, Motorola might soon receive a friendly letter that could ask the manufacturer to change the fancy handset's name into a non-trademarked one.