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Motorola MOTO W233
Renew
Motorola

Motorola Announces MOTO W233 Renew and MOTOSURF A3100

The devices will be showcased at CES 2009 and will become available in Q1 2009

Motorola has announced the launch of two new mobile phones meant to make social connectivity and responsibility accessible to people all around the world. The MOTO W233 Renew is a device made from plastics comprised of recycled water bottles, while MOTOSURF A3100 is a high-speed touch tablet that comes with a fully customizable home screen. The company will debut the device at the Consumer Electronics Show in Las Vegas this month.

The design of MOTO W233 Renew is environmentally responsible, and the phone is able to provide the quality Motorola has accustomed us with. The device features a plastic housing that has been made from recycled water bottles, fully recyclable itself, and it is also the world's first carbon neutral phone. The company partnered with Carbonfund.org and managed to offset the carbon dioxide from manufacturing, distributing and operating the handset through a series of investments in reforestation and renewable energy sources.

"Today, natural resources, energy and time are more precious than ever before," said Jeremy Dale, corporate vice president, global marketing, Motorola Mobile Devices. "From the product's design, to the packaging to our partnership with Carbonfund.org, we wanted to ensure that this device makes the right impact with consumers and the environment."

The company also managed to reduce the packaging by 22 percent, at the same time using only 100 percent post-consumer recycled paper for the box and the printed materials inside it. The manufacturer also offers users the possibility to return their previous phones for recycling at no cost. MOTO W233 Renew offers nine hours of talk time, CrystalTalk technology and messaging capabilities, and it will become available at T-Mobile USA in Q1 2009.

MOTOSURF A3100 comes with the familiar Windows Mobile 6.1 software, and it features a customizable home screen, meant to offer users an easy way of managing their social and work life. The device allows one to access applications with the tip of a finger, or by using an omni-directional trackball or a stylus. Users can customize the home screen icons to show 'live' feeds on weather, news, personal and work e-mail, messaging or calendar events. Moreover, the experience is enhanced through the WiFi and 3G capabilities of the device.

"We developed the MOTOSURF A3100 as a true social smartphone," said John Cipolla, senior vice president, product development, Motorola Mobile Devices. "Home screen personalization and access to a whole host of applications gets the info you want - fast, and at your fingertips." The MOTOSURF A3100 will become available starting with Q1 2009, in different regions including Asia and Latin America.