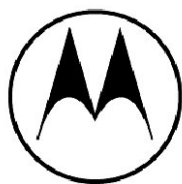


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By: Elena Balan, Communications News Editor

**MOTOROLA**

Motorola logo

## [Motorola Brings "Media Monster" Phone](#)

*Not yet unveiled, but Motorola just had to tell about this*

Motorola has promised to bring out a new mobile phone next week. The device is meant to offer high quality video [performances](#) for rendering movies stored on cards. "It is a media monster", said Ed Zander, Chief Executive at Motorola, speaking of the phone to be released. Furthermore, he promised to soon show a 30 frames-a-second full-motion video in order to prove its performances. The concept of the phone is actually based on storing films on removable storage cards of reduced size. In order to make this possible, Motorola has made a partnership with another company that will take care of creating such storage devices. They say that it's actually an evolved concept of the Secure Digital (SD) cards that is capable of storing data of up to several gigabytes. "We are working with another company to deliver movies on SD cards. You can start watching unbelievable quality movies", further said Ed Zander. Video display is rendered by these means in a fast and secure way that is expected to become very popular among mobile phone users and those that want to take the experience of watching a movie to any place. Moreover, the cards used for this device are just as innovative as video cassettes as DVDs were when first released. It would be least surprising to find these cards reach the same success that the other data storing devices eventually have. The announcement was made at the Software 2007 conference in Silicon Valley business software conference. [Motorola's](#) decision comes as a result of the needs and preferences of mobile phone users. According to the studies of a telecommunications market research group, more than 45 million cell phone users will have their phones equipped with video capture and display capabilities.