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Motorola MotoYuva
W230
Motorola

[Motorola MotoYuva W230 Entry-level Music Phone](#)

Available in India

Motorola recently launched a new entry-level mobile phone, MotoYuva W230, a handset that brings music to mobile consumers for an affordable price. Part of the MotoYuva series (together with MotoYuva W180), specially created for the Indian market, the new phone is available for the price of 3050 INR, meaning about 77 USD, at most Motostores and resellers. Weighing only 81 grams, MotoYuva W230 comes with a simple design and has a rather small 128 x 128 65K color display with changeable front plate. The built-in MP3 player with dedicated music keys for quick access allows users to listen to their favorite songs anytime, anywhere, and the compatibility with Windows Media Player 11 (or above) enables music transfers from a PC directly to the phone. MotoYuva W230 comes with a 256 MB memory card, but that can be extended to 2GB, to make space for up to 500 songs.

A cool thing about the new Motorola is its CrystalTalk technology that enables users to experience a sharp and clear sound even in noisy conditions. Other features that MotoYuva W230 comes with include GPRS, Hinglish Predictive Text, currency converter, event reminder, calendar, calculator, Indian wallpapers and ring tones. Also, the handset comes equipped with stereo headset and USB cable. With a full-charged battery, the phone should provide a 550 minutes talk time and up to 450 hours of stand-by time. With its 1.1 billion population, India is clearly an important country for Motorola, as it's an emerging mobile market that reached 200 million subscribers in 2007 (and the number will continue to grow rapidly in the next years). Entry-level phones are usually successful in this type of market, and Motorola tries to take advantage of this fact in order to re-conquer the No. 2 position in the mobile industry.