

# Motorola—a telecommunications giant

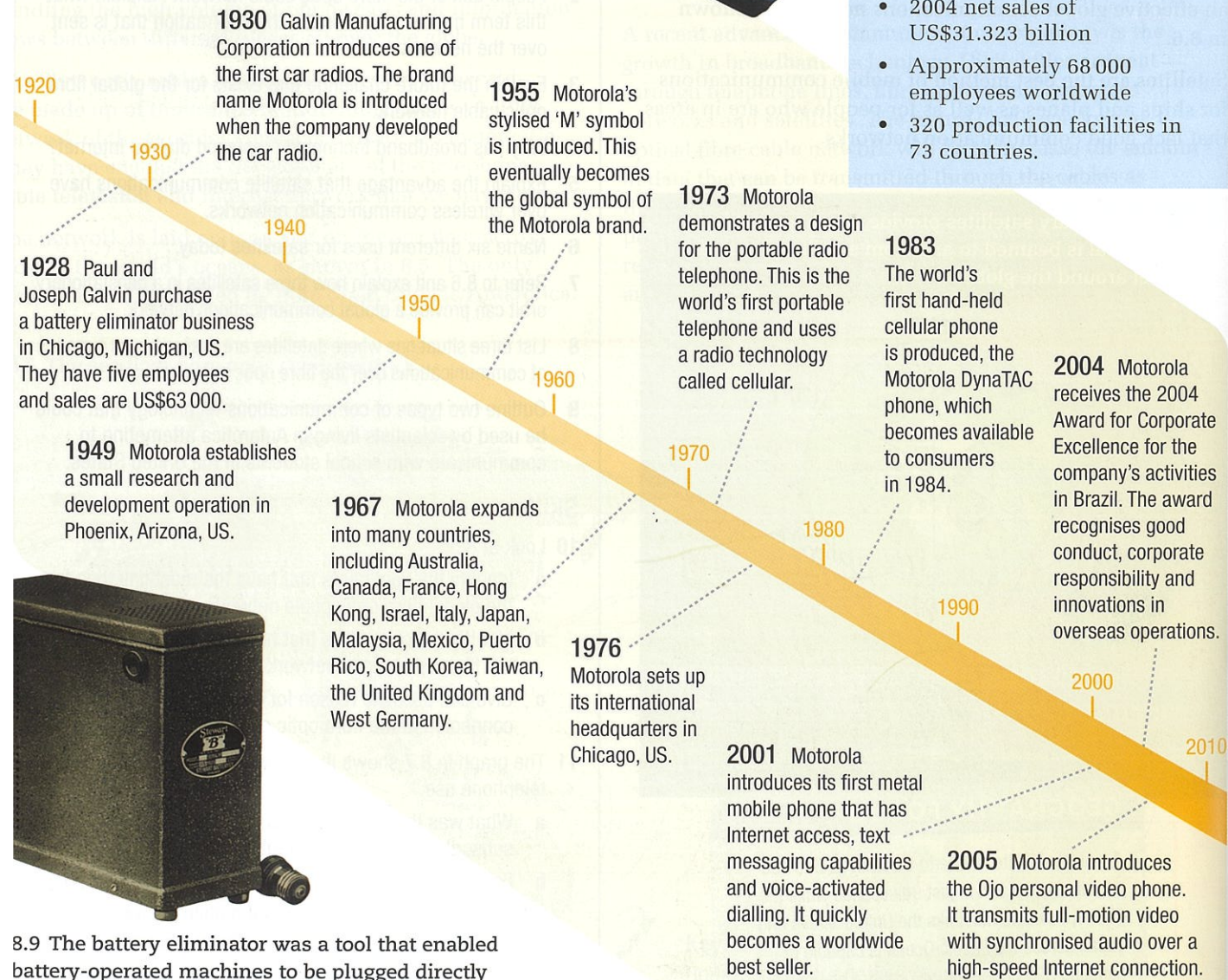


8.8 A Motorola phone produced in 2006

## MOTOROLA TODAY

- Global headquarters: Schaumburg, Illinois, US
- Motorola company shares are listed on New York, Chicago and Tokyo Stock Exchanges
- 2004 net sales of US\$31.323 billion
- Approximately 68 000 employees worldwide
- 320 production facilities in 73 countries.

## TIMELINE OF DEVELOPMENT



8.9 The battery eliminator was a tool that enabled battery-operated machines to be plugged directly into the household electricity supply.

## MEET THE MAN WHO INVENTED THE MOBILE

By Jano Gibson

It was April 3, 1973 when Martin Cooper made a phone call that would change the world.

Cooper worked for what was then a little-known company called Motorola and he had just developed the world's first 'hand-held cellular telephone'.

'The phone weighed almost two kilos and was about the size of a brick. The battery lasted somewhere between 10 and 20 minutes,' he says.

Cooper knew the first call he ever made on that state-of-the-art phone would be a moment of history.

So he rang Joel Engel, the head of research at Bell Labs, part of the telecommunications giant AT&T—Motorola's direct competitor.

These people at AT&T could not understand how a tiny company like Motorola would dare to tell them, the largest company in the world, how to run their business.

At the time, the thought of millions of people around the world owning their own mobile seemed like a pipe dream to Cooper.

'Keep in mind that the first [mobile] telephone cost millions of dollars to make. Ten years later we produced the first commercial phones and those phones sold for US\$4000, which would be closer to US\$10000 or US\$15000 today.'

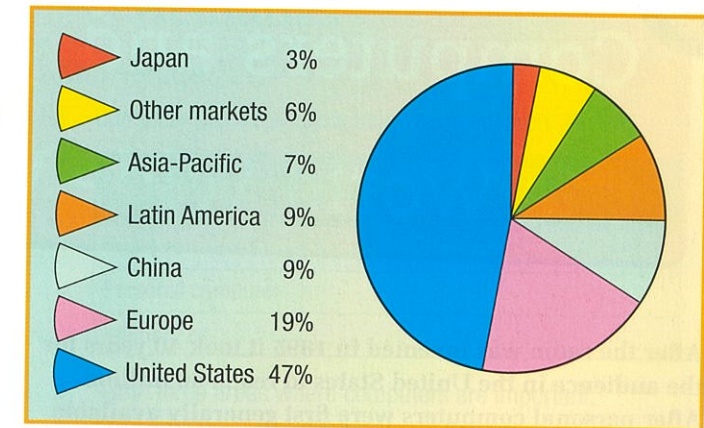
'So the idea of a billion and a half people having cell phones—some of which are literally given to them for nothing—was a really long reach.'

Sydney Morning Herald, 25 March 2005



8.10 The Motorola retail store in Chicago, United States

8.11 Motorola sales by region, 2004



## Activities

### Knowledge

- 1 When was the company name Motorola introduced and why?
- 2 In what year did Motorola expand its operations into other countries?
- 3 What city does Motorola control its international operations from?
- 4 When was the symbol of the Motorola company first introduced? Why do you think it is important for a large company to have a recognised symbol for its products?
- 5 What award did Motorola win for its operations in Brazil? What did the award recognise?
- 6 What limitations were there on the first mobile phone call ever made?
- 7 Why was the phone call that Martin Cooper made in 1973 one that would be 'a moment in history'?
- 8 Why do you think Martin Cooper's first phone call was to a direct competitor?
- 9 How much did the first mobile phone cost in today's terms?
- 10 Why was the development of the mobile phone such an important achievement for Motorola as a company?
- 11 Describe two changes that have occurred in mobile phone technology since the first call in 1973.

### Skills

- 12 Look at 8.11:
  - a What percentage of Motorola sales are made in the United States?
  - b Use the graph and the information in the fact file to calculate the total value of sales made to China in 2004.

Surf

