

ASK GREG

A new branding program like *DigitalDNA™ is certain to prompt a lot of questions. And I owe it to you, our employees, to provide you with answers. In fact, you are one of the most important audiences that we need to communicate with about *DigitalDNA. Why? You build *DigitalDNA. And there is nobody better to communicate the excitement and importance of *DigitalDNA to your family, friends and neighbors than you and the other members of the SPS team. Spread the word!

Email questions or comments about the *DigitalDNA branding program to me at ddnacom1@email.sps.mot.com.

Q: Why are we investing millions of dollars this year in the *DigitalDNA program when Motorola has announced the need to reduce head count by 15,000 worldwide?

A: SPS pioneered the market for embedded solutions. Our competitors have discovered what we have, and they want a piece of the action. So we clearly need to differentiate ourselves from our competitors in both the eyes of the original equipment manufacturers (OEMs) and in the long run, in the eyes of our consumers.

Our *DigitalDNA brand will help us communicate our leadership in the embedded solutions market. It is a strategically important initiative for the Sector's future, particularly as competitive threats begin to intensify and perhaps encroach on a market we created in the late 1970s.

Motorola has long played the leading role in enabling the exciting new digital world. With our technologies, we are creating new standards of living for people all over the world. It's time we begin to tell the story of how *DigitalDNA contributes to "everyday miracles" that enhance people's lives in so many ways. Ultimately, as recognition of *DigitalDNA grows, it will mean more sales and a stronger bottom line for SPS.

DigitalDNA The Inside Story

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