

## **EMH Programme Set to Exceed Target**

The GSMA initiative of low-cost handsets initially aimed at providing a sub US\$40 handset to lower the entry barrier into mobile communications in the emerging markets. The EMH (Emerging Market Handset) initiative was the first practical manifestation of a broader strategic objective of GSM to drive mobile penetration in emerging markets and was aimed at helping take mobile communications to an entirely new group of the world's population and connect the unconnected.

During the **first phase**, Motorola supplied EMH handsets into 17 countries through 10 participating operators. The EMH handset was launched in India by Hon'ble Minister of Communications and IT, Thiru Dayanidhi Maran in April 2005.

In **phase two** of the GSMA's Emerging Market Handset program, which began in June 2005, Motorola was once again selected to deliver sub-US\$30 devices, with 10 operators in five countries. GSMA had set a target of 12 million phones from Motorola under the Emerging Market Handset programme for 50 countries.

**"Motorola is set to exceed the programme's target of 12 million phones**, proving that there is a huge appetite for mobile communications beyond the affluent markets traditionally served by this industry," said Rob Conway, CEO of the GSMA. "The widespread availability of ultra-low cost handsets is bringing major social and economic benefits to people who have never before had access to information and communication technologies."

"This program is a great success. Together with the GSMA and our mobile operator partners, we are enabling **over 31,000 new consumers to experience mobile connectivity every single day**," said Ron Garriques, President of Motorola Mobile Devices. "This is powerful, not only for the consumers whose lives it is changing, but also for global economies, for our own business and for the mobile industry as a whole."

To ensure as many users as possible benefit from the programme, the GSMA has extended its endorsement of Motorola as the EMH vendor for a further six months, representing the period from July 1, 2006 to the end of the year.

Source: GSMA