

moto X



Pure style. Pure performance.

The new Moto X is designed with a sense of style and balance, featuring a brilliant 5.2" Full HD display, curved metal frame, and authentic materials. The customer can design it to reflect their style, with thousands of combinations to choose from. It gives you customer fast performance with the latest version of Android™ OS along with a powerful quad-core processor. Launch the 13MP camera with just a twist of the wrist. Plus, Moto X was designed to last a full day, so they never worry about stopping to recharge.

Pure Style

Brilliant 5.2" 1080p HD display

- Edge to edge display
- Fits comfortably in one hand
- Durable Corning® Gorilla® Glass
- Water-resistant coating¹



Authentic materials

- Beautiful curved metal frame
- Choose from real bamboo and genuine leather



(Leather available on Moto Maker)

Moto Maker™

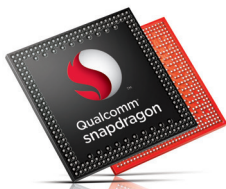
- Thousands of ways to personalize
- Choose a back color, metal accents and laser etch a name
- Customers start by purchasing a 16 or 32 GB digital code at the register



Pure Performance

Faster than ever

- Latest version of pure Android™ OS, free from unnecessary software skins
- Fast 2.5Ghz quad-core processor



13MP camera with 4K capture

- Launch the camera with just a twist of the wrist
- Suggests a better shot if there is a lot of motion or blinking



Designed to last a full day

- Get 8 hours of battery life in just 15 minutes when you need it most with the Turbo Charger*



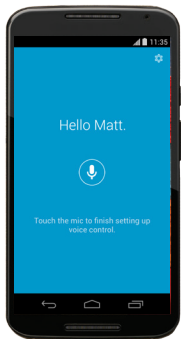
* Requires Motorola Turbo Charger, sold separately. Availability and details coming soon. Battery must be substantially depleted; charging rate slows as charging progresses.



Sell It in 60 Seconds

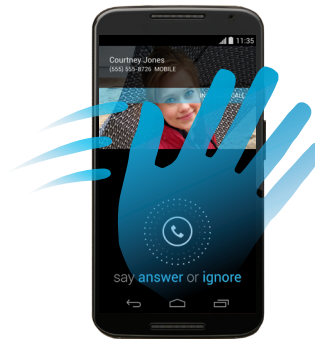
Say	Show
Brilliant 5.2" 1080p HD display.	Watch a 1080p HD video while still fitting comfortably in one hand.
Made with authentic materials.	Curved metal frame; turn over to show the real bamboo.
Thousands of ways to personalize with Moto Maker.	Start by selecting your phone back from 17 colors, 4 types of wood or 4 different leathers. Then choose from 10 metal accent colors and laser etch a name or message on the back.
Runs a pure Android experience and features a quad-core processor.	Scroll through web pages and open different apps faster than their old phone.
13MP camera that's easy to use.	Twist your wrist twice to launch the camera, then tap anywhere on the screen to take a picture.
Moto X is designed to last a full day on a single charge.	Optional turbo-charger; within 15 minutes, it gives your customer up to 8 additional hours of battery. ²

New Motorola Experiences



Moto Voice

- Create a custom launch phrase, like "OK Moto X" or "Wake up buddy"
- Then ask questions, post a status to Facebook, or play a YouTube™ video
- Check out the tutorial in the settings of the Moto app



Moto Actions

- Respond to Moto X without touching the screen
- Just wave your hand to silence an incoming call or snooze an alarm
- Check out the demo in the settings of the Moto app

Dive Deeper into Moto X

Scan this QR code for Moto X videos and additional training, or visit:
<http://www.motorolainiders.com/us/en/verizon>



Accessories



Motorola Power Pack Micro

- 1500mAh Portable Battery for Smartphones
- Use the built-in Motorola Keylink™ to find your phone or keys if they ever get lost

¹Exposure of leather back to water is not recommended.

²All battery life claims are approximate and based on an average mixed use profile that includes both usage and standby time. Actual battery performance will vary and depends on many factors including signal strength, network configuration, age of battery, operating temperature, features selected, device settings, and voice, data, and other application usage patterns.

³Download on Google Play™.

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