



# **MOTOROLA SOLUTIONS CATALOG**

## **USER GUIDE**

<b>01 OVERVIEW</b>	_____	<i>page 1</i>
<b>02 MEMBERSHIP</b>	_____	<i>page 1</i>
<b>03 YOUR COMPANY INFORMATION</b>	_____	<i>page 1</i>
<b>04 GETTING STARTED</b>	_____	<i>page 2</i>
<b>05 ENTERING A SOLUTION</b>		
05a SUBMISSIONS	_____	<i>page 3</i>
05b SOLUTION TITLE	_____	<i>page 4</i>
05c SHORT DESCRIPTION	_____	<i>page 5</i>
05d LONG DESCRIPTION	_____	<i>page 6</i>
05e SOLUTION TYPE	_____	<i>page 7</i>
05f OPERATING SYSTEM	_____	<i>page 7</i>
05g COMPATIBILITY	_____	<i>page 8</i>
05h SPECS	_____	<i>page 9</i>
05i CATEGORIES	_____	<i>page 10</i>
05j MARKETS	_____	<i>page 11</i>
05k TRANSLATIONS	_____	<i>page 11</i>
05l LINKS	_____	<i>page 12</i>
05m SCREENSHOTS	_____	<i>page 13</i>
05n STATUS OF SOLUTION	_____	<i>page 14</i>
<b>06 SUPPORT</b>	_____	<i>page 14</i>



Copyright © 2008, Motorola, Inc. All rights reserved. This documentation may be printed and copied solely for use in developing products for Motorola products. In addition, two (2) copies of this documentation may be made for archival and backup purposes. Except for the foregoing, no part of this documentation may be reproduced or transmitted in any form or by any means or used to make any derivative work (such as translation, transformation, or adaptation) without express written consent from Motorola, Inc.

Motorola reserves the right to make changes without notice to any products or services described herein. "Typical" parameters, which may be provided in Motorola Data sheets and/or specifications, can and do vary in different applications and actual performance may vary. Customer's technical experts will validate all "Typicals" for each customer application.

Motorola makes no warranty in regard to the products or services contained herein. Implied warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose, are given only if specifically required by applicable law. Otherwise, they are specifically excluded.

No warranty is made as to coverage, availability, or grade of service provided by the products or services, whether through a service provider or otherwise. No warranty is made that the software will meet your requirements or will work in combination with any hardware or application software products provided by third parties, that the operation of the software products will be uninterrupted or error free, or that all defects in the software products will be corrected.

In no event shall Motorola be liable, whether in contract or tort (including negligence), for any damages resulting from use of a product or service described herein, or for any indirect, incidental, special or consequential damages of any kind, or loss of revenue or profits, loss of business, loss of information or data, or other financial loss arising out of or in connection with the ability or inability to use the Products, to the full extent these damages may be disclaimed by law.

Some states and other jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, or limitation on the length of an implied warranty, therefore the above limitations or exclusions may not apply to you.

This warranty gives you specific legal rights, and you may also have other rights, which vary from jurisdiction to jurisdiction.

Motorola products or services are not designed, intended, or authorized for use as components in systems intended for surgical implant into the body, or other applications intended to support or sustain life, or for any other application in which the failure of the Motorola product or service could create a situation where personal injury or death may occur.

Should the buyer purchase or use Motorola products or services for any such unintended or unauthorized application, the buyer shall release, indemnify and hold Motorola and its officers, employees, subsidiaries, affiliates, and distributors harmless against all claims, costs, damages, and expenses, and reasonable attorney fees arising out of, directly or indirectly, any claim of personal injury or death associated with such unintended or unauthorized use, even if such claim alleges that Motorola was negligent regarding the designing or manufacturing of the product or service.

Motorola recommends that if you are not the author or creator of the graphics, video, or sound, you obtain sufficient license rights, including the rights under all patents, trademarks, trade names, copyrights, and other third party proprietary rights.

Motorola, Inc.  
<http://www.motorola.com>



## ***OVERVIEW 01***

The Motorola Solutions Catalog features a collection of solutions designed to work with a wide variety of Motorola products. The catalog features an organized, easy-to-navigate front end, which means consumers are able to quickly and intuitively search for and find compatible solutions like games, productivity tools and line of business applications. The catalog also boasts a robust back end that lets you easily enter and manage your solutions, including descriptions, screen shots, links to purchase, and other key product information. Built as a marketing and merchandising tool specifically for MOTODEV members, the catalog provides a unique opportunity to market and sell your products through the power and prestige of Motorola's world-renowned brand.

## ***MEMBERSHIP 02***

Accessing and submitting information into the Motorola Solutions Catalog is easy and entirely free. All you need is your MOTODEV login and password information to access the catalog and begin submitting solutions. You will be prompted to enter your MOTODEV login and password before entering the catalog, and if you are not already a member, you will be prompted to join MOTODEV: <http://developer.motorola.com/membership/join>

## ***YOUR COMPANY INFORMATION 03***

If you are the first to submit a solution for your company, you must create a record for your company. The record you create will be associated with you and all other MOTODEV members utilizing your company's domain. If the email address you use for your MOTODEV account does not include your company's official domain name, please edit your User Profile to change your email address to your official company domain.

You may not add a domain to your company that is already associated with another company, nor a domain that is used to provide free email services, e.g., gmail.com, yahoo.com, etc. Any additional domains will be routed to our support team for approval prior to activation. Enter additional domains separated with commas.



## GETTING STARTED 04

Before you begin submitting solutions into the Motorola Solutions Catalog, you will need to collect the following solution-specific information. Note the information requested below is per solution, if you are entering more than one solution, you will need to provide the information below for each solution.

### YOU WILL NEED TO COLLECT FOR APPLICABLE MARKETS/LANGUAGES:

- Solution Name
- Solution Short Description (*featured in list views and in potential promotional opportunities throughout the catalog*)
- Solution Long Description (*featured on your Solutions Detail page*)
- Five (5) high resolution screen shots, with one (1) identified as the solution's "main" screen shot
- URL for information
  - A link where customers can find more information about your solution
- URL for purchase (*this link is optional*)
  - A link where customers can directly purchase your solution (*this link is required*)
- Device compatibility
  - Know in advance which Motorola devices and service providers your solution is compatible with

Go to <http://developer.motorola.com/fasttrack/solutionscatalog> to begin submitting solutions.



# SUBMISSIONS 05a

Submissions to the Solutions Catalog will meet their full potential if the correct solution is placed in front of an appropriate consumer. That said, the Motorola Solutions Catalog is exclusively a Business to Consumer (B2C) portal for Mobile Solutions. All submissions should be specifically targeted at a consumer audience. To this end, proper etiquette and judgment must be displayed in front of our consumers. Further, all submissions must be individual solutions. If you offer a suite or group of solutions, we ask that you separate each solution from one another toward submission to the catalog and enhancement of user interface.

## HELPFUL HINTS:

- No desktop solutions
- No vice solutions (*i.e. inappropriate content/material/intention*)
- No suites/groups of solutions
- B2C

## CORRECT SUBMISSION

Motorola Solutions Catalog > Tools & Utilities > Other >

### DEVICE STATUS DASHBOARD

For MOTOMAGX, By Motorola, Inc., v1.0



Track your device's vital signs including mobile and WiFi signal strength and disk usage.

MOTOROLA, INC.'S WEBSITE

DOWNLOAD NOW



Motorola's "Device Status Dashboard" widget keeps track of your device's vital signs, allowing you to monitor mobile signal strength, WiFi signal strength, disk usage, data connection status, and battery levels.

#### AVAILABILITY

Freeware

#### LANGUAGES

English

#### DATA PLAN

No data plan required

#### COMPATIBILITY

View compatibility by device and service provider.

Claro (Brazil)	MOTOROKR™ EM35
----------------	-------------------

N/A	MOTOROKR™ EM35, MOTO™ VE88
-----	----------------------------------



# SOLUTION TITLE 05b

The solution title should be provided in text only. The title should be free of any information which is not the name of the product being submitted. Please refrain from using anything which may alter the natural alphabetical order of Solutions in the catalog.

## HELPFUL HINTS:

- No HTML: Excluding HTML from the title will prevent any implications which may compromise the consistency of “titles” across the Solutions Catalog (e.g. *bold*, *italicized*, *punctuation*, *special characters*, etc.)
- Titles should not display the platform/operating system or version affiliated with the submission

### CORRECT FORMAT

**DESCRIBE YOUR SOLUTION**

*This information should be in English for Motorola's records. You will be able to add language-specific versions later in this process.*

Title\*

Enter the name of your solution.

Title\*

Enter the name of your solution.

Title\*

Enter the name of your solution.

### INCORRECT FORMAT

**DESCRIBE YOUR SOLUTION**

*This information should be in English for Motorola's records. You will be able to add language-specific versions later in this process.*

Title\*

Enter the name of your solution.

Title\*

Enter the name of your solution.

Title\*

Enter the name of your solution.



# SHORT DESCRIPTION 05C

The short description is a very brief explanation detailing the main functionality of your product. The short description will be featured in list views (*i.e. search results*) and in potential promotional opportunities throughout the Solutions Catalog. For optimal results, please focus on key features, functionality and benefits of your solutions using concise, easy-to-read articulation. Avoid including any solution claims or endorsements referring to Motorola, Inc.

## HELPFUL HINTS:

- No HTML: Excluding HTML from the short description will prevent any implications which may compromise the consistency of “short descriptions” across the Solutions Catalog (*e.g. bold, italicized, punctuation, special characters, etc.*) Please be advised that all HTML will be stripped and thus, affect how your short description will be displayed.
- No URLs
- No short codes
- No email addresses

## CORRECT FORMAT

Short Description\*

Never leave home without your junk drawer again! My Solution is the ultimate in on-the-go novelties, and was Solution of the Year in 2007.

This must be between 25 and 200 characters. 138

Short Description\*

Never leave home without your junk drawer again! My Solution™ is the ultimate in on-the-go novelties, and was Solution of the Year in 2007.

This must be between 25 and 200 characters. 138

Short Description\*

Never leave home without your junk drawer again! My Solution is the ultimate in on-the-go novelties, and was Solution of the Year in 2007. ©2008

This must be between 25 and 200 characters. 144

## INCORRECT FORMAT

Short Description\*

Never leave home without your junk drawer again! My Solution is the ultimate in on-the-go novelties, and was <a href="http://www.solutionoftheyear.com/2007">Solution of the Year in 2007</a>.

This must be between 25 and 200 characters. 190

Short Description\*

Never leave home without your junk drawer again! My Solution&trade; is the ultimate in on-the-go novelties, and was Solution of the Year in 2007.

This must be between 25 and 200 characters. 145

Short Description\*

Never leave home without your junk drawer again! My Solution is the ultimate in on-the-go novelties, and was Solution of the Year in 2007. &copy;2008

This must be between 25 and 200 characters. 149



# LONG DESCRIPTION 05d

The long description is a thorough explanation of the features, functionality and benefits of your solution. This is an opportunity to differentiate, validate and market/promote your solution to the consumer. The extended description will be featured on your Solutions Detail Page. For optimal results, use concise, easy-to-read articulation as the extended description may be the consumer’s initial introduction to your product. Best Practices include accurate grammar and spelling in a formal context of paragraphs and breaks spaced consistently. Please avoid including any solution claims or endorsements referring to Motorola, Inc.

## HELPFUL HINTS:

- No SMS/Short Codes: Short codes are localized entities which will not support an International platform
- No email addresses
- No URLs
- Check grammar, spelling and paragraph layout

## CORRECT FORMAT

Long Description \*

The fastest way to bring your stuff on the road with you.

There is no better way to catalog, store and carry your stuff than with My Solution, and check out our latest version, now with a to-do list, an email auto-replier and a trash can.

My Solution was named Solution of the Year in 2007, and has earned praise from critics for its ease of use and low, low price.

This must at least 200 characters long. 247

## INCORRECT FORMAT

Long Description \*

SampleCo brings you the **fastest way** to bring your stuff on the road with you.

My Solution was named Solution of the Year in 2007, and has earned praise from critics for its ease of use and low, low price. <http://www.sampleco.com/buynow>

This must at least 200 characters long. 247

*No SMS/Short Codes, no URLs allowed*

Long Description \*

**The fastest way to bring your stuff on the road with you.**

Now it can:

- Create to-do items
- Record your favorite TV shows
- Access *satellite radio*

This must at least 200 characters long. 174

Long Description \*

SampleCo brings you the **fastest way** to bring your stuff on the road with you.

My Solution was named Solution of the Year in 2007, and has earned praise from critics for its ease of use and low, low price. <http://www.sampleco.com/buynow>

This must at least 200 characters long. 249

*Too many breaks*



## ***SOLUTION TYPE 05e***

The Motorola Solutions Catalog currently hosts two (2) different solution types; Applications and Widgets. Please make the appropriate selection for your respective/current submission. If you are submitting a Widget profile, you will be given the opportunity to upload an executable file. Please note that the aforementioned executable file will be available to any party visiting the Motorola Solutions Catalog via desktop/mobile download. Please be sure to reference the Developer End User License Agreement with any questions (available upon initial login).

**TYPE \***  
Select the solution type.

Application  
Application  
Widget

**WIDGET**

**Widget File \***

Browse...

## ***OPERATING SYSTEM 05f***

Each solution entry is equivalent to one solution/title SKU (i.e. each solution profile is targeted at a specific executable file which can be determined by region, operating system, availability, etc.). Hence, there should be an individual solution profile for every variation in SKU. To this end, please create separate solution profiles if multiple operating systems are supported.

**OPERATING SYSTEM TYPE \***  
Select the operating system type this solution was developed for.

MOTOMAGX



# COMPATIBILITY 05g

Compatibility is crucial to both the authenticity and general user experience of our consumers. When you are presented with the opportunity to pair a service provider to a device which will be compatible with your solution, please be cautious, cognizant, honest and precise. There is no benefit in selecting all possible pairs. Please confirm any service provider/device pairs before finalizing your submission. All claims regarding compatibility will be checked against the developers website to ensure accuracy of offerings.

## HELPFUL HINTS:

- Select service provider/device pairs based on previous certifications and/or test cases.
- One solution will not work across multiple service provider/device pairs by default based on platform – Hardware plays a role as well (*i.e. screen size/resolution, keypad navigation, etc.*)

## CORRECT FORMAT

**COMPATIBILITY**  
Select all compatible Motorola mobile devices and their respective service providers on which your solution works.

<b>Device</b> MOTORAZR maxx V6 MOTORAZR Maxx Ve <b>MOTORAZR V3</b> MOTORAZR V3a MOTORAZR V3c MOTORAZR V3i MOTORAZR V3m	<b>Service Provider</b> AT&T Fido N/A Rogers Wireless (Canada) T-Mobile Vodaphone (UK)	<b>Add »</b> <b>« Remove</b>	<b>Supported Platforms*</b> MOTORAZR V3 + AT&T (P2K Java)
---	--	---------------------------------	--

## WARNING

**COMPATIBILITY**  
Select all compatible Motorola mobile devices and their respective service providers on which your solution works.

<b>Device</b> MOTO Q q9 MOTORAZR maxx V6 MOTORAZR Maxx Ve <b>MOTORAZR V3</b> MOTORAZR V3a MOTORAZR V3c MOTORAZR V3i	<b>Service Provider</b> AT&T Fido <b>N/A</b> Rogers Wireless (Canada) T-Mobile Vodaphone (UK)	<b>Add »</b> <b>« Remove</b>	<b>Supported Platforms*</b> i265 + Sprint (DEN Java) MOTORAZR V3 + AT&T (P2K Java) MOTORAZR V3 + Fido (P2K Java)
--	---	---------------------------------	---

Make sure that the device/service provider combinations added all support the appropriate platform.



The availability and distribution model for your solution is very important to all parties involved. That said, it is imperative that the correct and accurate selection is made when executing the “Specs” section. Please determine which one (1) specific category (*e.g. freeware, shareware, etc.*) applies to your solution and proceed with your selection. The only instance where more than one selection may apply will occur due to the availability of a free trial and an additional method of acquisition.

## HELPFUL HINT:

- One selection should be made per solution; a specific solution should not be Freeware and One Time Purchase simultaneously.

## CORRECT FORMAT

**AVAILABILITY \***

Select one or more boxes applicable to your solution.

Free Trial     Freeware     One-Time Purchase     Shareware     Subscription



# CATEGORIES 05i

Categories determine the organization of the Solutions Catalog. We understand that one (1) solution may apply to multiple categories, but ask that you limit your choice(s) to no more than three (3) categories. Additionally, it is critical that categories are chosen with care as the consumer experience is contingent on appropriate and accurate organization of information. To this end, please try to avoid classifying your products as “other”. Categories exist to expose precise information and “other”, while appropriate in certain cases, does not provide this insight. To request the inclusion of an additional category on the Solutions Catalog, please visit: <http://developer.motorola.com/contactus/>

## HELPFUL HINTS:

- Select no more than three (3) categories for each solution
- Please select categories as they apply directly to your solution (e.g. *Blackjack is not traditionally considered a sport*)

The screenshot shows a web-based category selection interface. It is organized into several sections, each with a header and a grid of category options. Each option consists of a checkbox and a text label. Some options are highlighted in yellow, and some have a radio button labeled 'Primary' next to them.

- Top Section:** Includes categories like Photos, Applications, Shopping, Social Networking, Wallpapers, and Other.
- BUSINESS & PROFESSIONAL:** This section is expanded. It contains a grid of categories such as Enterprise Solutions, Email, Messaging, Financial (checked and Primary), Sales Force Automation/CRM, IT Management, Office, Real Estate, Law, Healthcare, Retail, Education, Professional Services/Consulting, Manufacturing, RFID (checked and Primary), System Integration, Food & Beverage, Automotive, Petrochemical, Field Mobility, and Other.
- PERSONAL PRODUCTIVITY:** This section is also expanded. It contains categories like Address Book, Email, Messaging, Organization, Calendar, Finance, Health & Fitness, Office, Reference & Training, and Other (checked and Primary).
- TRAVEL:** This section is partially visible at the bottom, showing categories like Maps/Navigation, World Clocks, and Weather.



## MARKETS 05j

Markets are unique country/language pairs. That is, China/Simplified Chinese, US/English, Brazil/Portuguese, etc. define markets. You will select your market (country/language pair) for each solution and provide translations, links and screenshots toward that specific market. These assets will form the respective international solution detail page. Please be sure to confirm that all translations, links and screenshots represent the solution in the correct region.

### HELPFUL HINTS:

- Please be sure to create a US/English market as this information will be rendered on the US/English site
- Please add all applicable markets w/ respective assets to enhance the consumer experience and business opportunity

Market	Screenshots	Options
United States / English	2 Screenshots <a href="#">Edit</a>	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Review</a>

## TRANSLATIONS 05k

Translations for each title should meet the aforementioned solution detail guidelines. Please provide one translation per market. Once you have added one translation, you will be given the option of adding another. Please include all applicable translations.

**LANGUAGES**

Select one or more boxes and corresponding languages which your solution supports.

<input type="checkbox"/> Catalan	<input type="checkbox"/> Chinese (Simplified)	<input type="checkbox"/> Chinese (Traditional)	<input type="checkbox"/> Croatian	<input type="checkbox"/> Czech
<input type="checkbox"/> Dutch	<input type="checkbox"/> English	<input type="checkbox"/> Estonian	<input type="checkbox"/> French	<input type="checkbox"/> German
<input type="checkbox"/> Greek	<input type="checkbox"/> Hebrew	<input type="checkbox"/> Hungarian	<input type="checkbox"/> Italian	<input type="checkbox"/> Japanese
<input type="checkbox"/> Polish	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Romanian	<input type="checkbox"/> Russian	<input type="checkbox"/> Slovenian
<input type="checkbox"/> Spanish	<input type="checkbox"/> Turkish			



Providing correct and functional URLs are pivotal in transitioning a consumer's online experience and navigation. Your solution detail page will have two (2) links; Information and Buy. The information link should drive consumers to a web page where they can learn more about the solution and your company. The buy link should drive consumers directly to the point of purchase for the solution which they are pursuing. The URL can be directed to your own site or to a third-party channel partner. For optimal results, please provide URLs to the best landing pages which describe/sell solutions in the respective/native language of those specific solutions (*i.e. A different link may be provided for a French application if the Canadian site is contextually more relevant/appropriate than the French site*).

## HELPFUL HINTS:

- Links should be fully operational
- Link directly to applicable solution/company description
- Link directly to the Point of Purchase
- No "mail to" HTML commands

## CORRECT FORMAT

**MARKET SPECIFIC SOLUTION LINKS**

**Information Web Site URL for Desktop\***

< Test

The URL where customers can learn more about your solution. Format: http://www.example.com

**Buy Web Site URL for Desktop**

< Test

The URL where customers can purchase your solution. For best results, provide a URL that directly links to the point of purchase. Format: http://www.example.com

**Information Web Site URL for Mobile**

< Test

The URL where customers can learn more about your solution on their mobile device. Format: http://www.example.com

**Buy Web Site URL for Mobile**

< Test

The URL where customers can purchase your solution on their mobile device. Format: http://www.example.com

## INCORRECT FORMAT

**MARKET SPECIFIC SOLUTION LINKS**

**Information Web Site URL for Desktop\***

< Test

The URL where customers can learn more about your solution. Format: http://www.example.com

**Buy Web Site URL for Desktop**

< Test

The URL where customers can purchase your solution. For best results, provide a URL that directly links to the point of purchase. Format: http://www.example.com



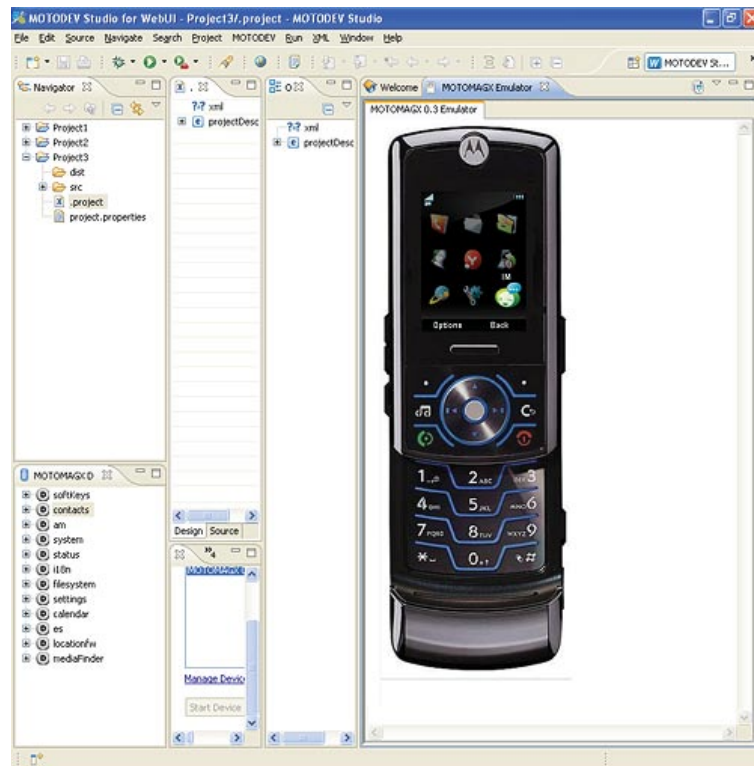
# SCREENSHOTS 05m

Screenshots are a visual representation of the features, functionality and benefits of your solution. Screenshots truly allow for you to personalize your space within the Solutions Catalog so taking full advantage is certainly encouraged. Screenshots are submitted in a hierarchical fashion as the first or “main” screenshot will endure the greatest exposure. This first or “main” screenshot will be displayed next to your solution in the list view (*i.e. search results*) and favored on your solution detail page. For optimal results, provide a Splash Screen as your main screenshot and outline features, functionality and benefits with additional screenshots. Screenshots should be device and language specific. That is, if you are submitting a WM solution, your screenshot should appear in the WM landscape. Additionally, if you are submitting solutions in various/different languages, the screenshot should supplement and compliment any one specific language (*i.e. Solution is French, Screenshot displays French solution*).

## HELPFUL HINTS:

- No full or partial images of any device should appear in the screenshot
- No desktop screenshots
- No logo, company or otherwise, should appear in the screenshots
- No company advertisements
- All animated GIF files should have a two (2) second interval between screenshots

## INCORRECT FORMAT





## ***STATUS OF SOLUTION 05n***

After submitting your solution, it will be routed to a system administrator for final review. If all information is approved, your solution will be Accepted and you will receive an email notification informing you that your solution has been added to the Motorola Solutions Catalog. If any part of the information you submitted fails to meet the Motorola Solutions Catalog criteria, your solution will be Rejected. You will receive an email notification informing you why and be given instructions to update your solution.

## ***SUPPORT 06***

Should you encounter any issues or have questions specific to the catalog submission process, visit: <http://developer.motorola.com/contactus/>