Manage connections with ease.

Motorola BACKFLIP™

Revolutionary Android™ OS smartphone.

The Motorola BACKFLIP combines breakthrough design with MOTOBLUR™, the only service to automatically deliver and organize your conversations, friends and favorite content from multiple sources directly to your phone in easy-to-manage streams. The innovative design includes exclusive features like tabletop multimedia mode and touch pad navigation.

Personalize it.

Now you can have access to the people, conversations, content and apps that you need, delivered just the way you want. The BACKFLIP, powered by the Android OS, MOTOBLUR and a better 3G experience from AT&T, is ready to serve you.

- Keep the conversation going. The BACKFLIP automatically syncs contacts, posts, feeds, messages, emails, photos and much more – from sources like Facebook®, Twitter™, Bebo™, Skyrock™, MySpace™, Gmail™, Yahoo!®, your work email, Picasa™, Photobucket® – and automatically serves it up just the way you want it.
- Make your phone your own. With Android Applications Support, you'll have access to thousands of apps for work, play and more.
- Browse at will. With the Android OS, the BACKFLIP gives you full HTML Web browsing. No more truncated websites, since now you can have full access to the Internet on-the-go.
- Get there faster. The BACKFLIP delivers broadband data speeds with both AT&T 3G* and Wi-Fi, letting you get more done quickly.
- Keep your contacts updated constantly. The BACKFLIP's Dynamic Phonebook automatically populates and updates contacts from your social networks, including status and pictures.
- Stay secure. Easily locate your lost BACKFLIP from a PC by tracking it via GPS. Wipe away personal data remotely if it can't be found. You won't lose a thing because MOTOBLUR backs up your contacts, information and settings for easy restoration.

A revolution in design.

The BACKFLIP's exclusive design can be used in one-of-a-kind tabletop multimedia mode so you can watch movies, TV shows or other presentations on the large 3.1" display.

- Work faster and smarter. The exclusive never-before-seen QWERTY flip design includes both an innovative rear navigation touch pad and touch display for easy navigation. BACTRACK™, the rear navigation pad, simulates a PC experience and makes scrolling and surfing effortless. Use it to flick through photos or Web pages for your friends without your fingers getting in the way. Plus, the QWERTY keyboard makes sending messages fast and easy.
- Wake up and watch. The BACKFLIP design creates a tabletop media player so you can watch media in wide screen mode and it's the perfect setup for alarm clock mode.
- See pictures a whole new way. Take clear photos with the 5 MP, autofocus, LED camera. The camera is on the BACKFLIP keyboard, making it easier than ever to take "see-yourself" portraits.

Motorola BACKFLIP™

AT&T's first Android OS smartphone combines a revolutionary design with MOTOBLUR.

*3G not available in all areas.

at&t

Motorola BACKFLIP™ Specifications

Key Features:

- Android™ OS
- Mobile email and IM
- Access to Android Market™, which features thousands of available applications
- Pre-loaded applications include AT&T Maps, AT&T Music, Gmail™, GoogleTalk™, Google Maps and Quickoffice® for Microsoft Excel®, Word® and PowerPoint® file viewing
- MOTOBLUR™ synchronized contacts
- Customized news and social networking feeds

Specifications:

- Chipset: Qualcomm MSM 7200A
- Bands/Modes: UMTS 850/1900/2100 MHz, GSM 850/900/1800/1900 MHz
- HSDPA 7.2 Mbps (Category 7/8), EDGE Class 12, GPRS Class 12
- Display: 3.1" HVGA 256k TFT
- Battery: 1400mAH
- Messaging: MMS, SMS, IM, POP3/IMAP4, Consumer/ Corporate Email
- Audio: AAC, AAC+, Enhanced AAC+, MIDI, MP3, WAV
- Video: Capture/Streaming, H.263, H.264, MPEG4
- Camera: 5 MP, Autofocus, LED
- Memory: 512 NAND, 256 MB RAM, 2 GB inbox, microSD (supports up to 32 GB)
- Connectivity: 3.5mm, USB 2.0 HS, BT Class 2 Version 2.0
- Browser: Android Webkit/HTML
- Wi-Fi 802.11 b/g
- Accelerometer, E-Compass
- aGPS

Includes:

- Motorola BACKFLIP
- Battery
- Charger (includes charging/ Micro USB data cable)
- Removable 2 GB microSD™ Card (pre-installed)
- Quickstart

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For more information, please contact an AT&T sales representative, visit **att.com/backflip** or call **866-9ATT-B2B (866-928-8222)**.

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IMPORTANT INFORMATION: **Coverage not available in all areas.** Device subject to availability. This device is sold for use on AT&T's wireless systems. It may not be compatible with other wireless systems. Network speed is no indication of the speed at which your device sends or receives data. Actual speeds depend on distance from cell site, network availability and traffic, device, applications, tasks, file size and other factors. AT&T BroadbandConnect download speeds only available in AT&T BroadbandConnect markets. Specifications subject to change. Up to $36 activation fee applies. Certain benefits and service features may require you to purchase additional hardware and/or software, obtain a network connection and/or pay monthly access and/or per use charges. Subscriber must live and have a mailing address within AT&T's wireless owned network coverage area. Availability, speed of delivery and timeliness of information is not guaranteed. Terms of service will vary based on selected service plans. Special credit and tenure restrictions and additional charges may apply to international roaming. Availability, quality of coverage and services while roaming are not guaranteed. Other conditions and restrictions apply. See business/service agreement, rate plan brochure(s) and coverage map(s) for details. Price and availability may vary by market and may not be available from independent retailers. Qualifying data plan required. **Early Termination Fee:** None if cancelled in the first 30 days, but up to $35 restocking fee may apply to equipment returns; thereafter up to $175. Some agents impose additional fees. **Unlimited voice services:** Unlimited voice services are provided primarily for live dialog between two individuals. No additional discounts are available with unlimited plan. **Offnet Usage:** If your minutes of use (including unlimited services) on other carrier's networks ("offnet usage") during any two consecutive months or your data use during any month exceeds your offnet usage allowance, AT&T may at its option terminate your service, deny your continued use of other carriers' coverage, or change your plan to one imposing usage charges for offnet usage. Your offnet usage allowance is equal to the lesser of 750 minutes or 40% of the Anytime minutes included with your plan (data offnet usage allowance is the lesser of 24 MB or 20% of the MBs included with your plan). MOTOROLA and the Stylized M Logo are registered in the US Patent & Trademark Office. The MOTOBLUR Logo is a trademark of Motorola. The Bluetooth trademarks are owned by their proprietor and used by Motorola, Inc. under license. Facebook is a trademark of Facebook, Inc. All other trademark and product or service names are the property of their respective owners. © 2010 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

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