

FACT SHEET

MOTOFWRD SCHOLARSHIP COMPETITION

- ABOUT THE COMPETITION:** MOTOFWRD, a new scholarship competition from Motorola, gives college students nationwide the chance to define the future of communications and technology. This competition challenges students to submit their most innovative ideas about the future of seamless mobility to answer to the consumer demand to live life wherever, whenever and however. Seamless mobility is a set of solutions that will provide easy, uninterrupted access to information, entertainment, communication, monitoring and control when, where and how we want regardless of the device, service, network or location.
- WHO CAN ENTER:** MOTOFWRD is open to all students 18 years or older as of July 26th, 2005, who are registered as full- or part-time college students in the United States.
- ENTRY CRITERIA:** Beginning September 1, 2005, participants can submit their ideas through select visual art or written mediums that are most relevant to their studies. Students may enter any of the following:
- Essay, short story or white paper up to 1,500 words
 - Short film or animation up to five minutes
 - Digital art including graphics, images and schematics up to ten panes
 - Comic strips up to 20 panes
- COMPETITION DEADLINE:** Students must submit their entries online at www.motorola.com/motofwrd by November 15, 2005.
- JUDGING GUIDELINES:** Entries will be judged on three criteria:
- Depiction of seamless mobility (80 percent)
 - Creativity of entry (10 percent)
 - Feasibility and sophistication of ideas (10 percent)
- Judges will select a grand prize winner and three runner-ups. The public will select the MY MOTOCHOICE winner via online voting at www.motorola.com/motofwrd.
- JUDGING PANEL:** A panel of celebrity and industry expert judges, including youth culture expert **Dee Dee Gordon**, sci-fi author **Cory Doctorow** and futurist **Dr. James Canton**, among others, will score the submissions.
- THE PRIZES:**
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| ONE GRAND PRIZE: | \$10,000 cash scholarship
Eight-week apprenticeship opportunity with Motorola's Chief Technology Office
Bluetooth enabled car
Motorola product package |
| THREE RUNNER UP PRIZES: | \$2,500 cash scholarship
Motorola product package |
| ONE MY MOTOCHOICE AWARD: | \$2,500 cash scholarship
Motorola product package |