

# CONTEST CORNER

## “Generation Tech” Redefines Future Of Mobility

(NAPSA)—American youth are arguably more tech-savvy and connected than any previous generation. Perhaps more importantly, they have been that way nearly their entire lives. Today's 20-year-old was born during the heyday of the Apple II computer and was only a third-grader when the Internet was publicly introduced. The first cell phone call was made 12 years before his birth and color TV was popular even before his parents were born. Yes, today's young adults have been living in a world with technologic conveniences since birth—making their demographic true gadget enthusiasts, armed and ready to dream up the next big thing that will take today's high-tech innovations to the next level.

Motorola is tapping into that innate technology vision with MOTOFWRD, a new competition that challenges college students to redefine the future of seamless mobility—the ability to communicate anytime, anywhere, across all devices and services. The program offers some big prizes to inspire students to participate, rewarding the winner with not only \$10,000, but also a suite of Motorola products, a Bluetooth enabled car and an opportunity to work with some of the best minds in the industry during an apprenticeship in Motorola's Chief Technology Office.

“Today's youth have a relationship to technology that even we tech-savvy older folks struggle to fathom” says BlackPlanet.com founder Omar Wasow. “Technology is so engrained in young people's lives that we can't begin to imagine the future they will create.”

With 95 percent of college students online and 65 percent of



**Top youth innovator will win \$10,000, a Bluetooth enabled car and high-tech gadgets.**

those connecting with a broadband hookup—compared to only 37 percent of the online general public—America's youth are outpacing the rest of the country by leaps and bounds, according to a Harris Interactive survey. Even in the relatively new technology area of mobile browsers, there was a jump of 8.7 percent in July alone among college students, a rate two-thirds higher than growth by non-students, according to a study by M:Metrics.

“Taking a consumer-centric approach to product development allows companies to tap directly into the minds of the most forward-thinking consumers around—young people,” says youth culture expert and professional trend forecaster DeeDee Gordon. “Programs like MOTOFWRD are able to invigorate fresh thinking into large corporations.”

Students can submit their ideas to MOTOFWRD through November 15. Winners will be chosen in January 2006. For more information about the competition, visit [www.motorola.com/motofwrd](http://www.motorola.com/motofwrd).