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Motorola launches budget mobiles

While we all wait for "the Alexander"

by Katie Scott published on 20 August 2008

While most of us are waiting impatiently for what has been dubbed Motorola's last ditch attempt to save its ailing phone business - codenamed The Alexander - the company has unveiled two budget phones.

The first new handset is the W388, which is aimed at music fans, and has a price tag under \$100.

The second device is a low-end third-generation (3G) mobile phone.

Called the VE538, it will have a price tag under \$250 and offers one-click access to mobile social networking, photo uploading and blogging.

The two new products will be shipped to Asia-Pacific markets first but will hit the rest of the world in the coming weeks.

"People don't buy products any more, they buy what those products can create for them - solutions, dreams, whatever they are looking for in life", said Ian Chapman-Banks, the general manager for Motorola's Mobile Devices business in Asia.

Let's hope people find what they'd hoped for in these new launches, for Motorola's sake.