

Simplicity First

Motorola has a new range of entry level handsets currently on offer. They're all fairly cute - proving that you don't have to pay too much to get a compact phone. Talk time is also great in each of these products.

The most basic of entry level models, the W156, is a phone first and foremost. This is for the customer looking for a phone for emergencies - calls and SMS without too many frills. Its black and white screen is clear and uncluttered. Form

factor is good for an emergency phone. It's relatively thin at 14 mm, light enough not to be a burden and can be tucked away until you need it.

The W156 covers the basics well, calling is simple and the one key link to create an SMS is a nice touch.

There are a couple of frills, three games, a stopwatch and an alarm clock - nice to have, but they probably won't attract extra customers. The poly ringtones are a good inclusion and allow a little customisation.

Without the retro body work and screen - this phone is as close to an old fashioned Flair as you can go.

One for Grandma and technophobes.



W156

Basic All Rounder

Motorola's W181 is a likable entry level model. All the basics are covered in a nicely shaped phone with a good screen.

Phone and messaging features are all included, with good storage available for phone numbers and SMS.

It looks stylish, and is fairly thin (14 mm). This product is solid without being 'bricky'. The screen is clear and the colours rich.

A speakerphone and FM radio add value, handy for consumers in this section of the market.

A nice selection of ringtones, screen savers and games add a fun feel to this model.

All in all - a good solid choice for the first time user without cash to burn.



W181

Mass Market Music

Motorola's W230 is an entry level model designed to attract the music lover on a budget.

It's stylish, youthful and feels good to hold in your hand. About average in thickness at 14.7 mm, its profile is good for a music model in this price bracket. The screen is a respectable size - nothing over the top, but adequate for most users.

Incorporating Motorola's Music Player and a microSD slot help support musical talent and storage. Songs can be drag and dropped from a PC connected to its miniUSB jack. A stereo FM Radio with auto scan and station presets also adds to the entertainment factor.

The music theme is carried through to ringtones, with MP3 and other popular formats supported. An iMelody composer is included so you can even make your own.

A simple music phone, it does its job well, and has enough features to make it an interesting option for those in the prepaid market.



W230



W360

Prepaid Pizzazz

While still an entry level model, the W360 is the most feature-rich of this new range.

Motorola say their W360 combines slim expression with simplicity. The thinnest of new prepaid models, at 11.9 mm it provides a bit more style and pizzazz - without paying the price attached to premium models.

With a rich 65k and fairly large 1.8" screen, and a bit of weight in the body (98 g) this model seems more substantial

than the others.

Out of this batch of products, Motorola's W360 is the one with a camera. A VGA model keeps it nice and simple, for storing fun moments on the phone or sharing via MMS.

There's also an FM radio and speakerphone, plus support for a wide variety of ringtones including MP3 and poly.

A number of Java games are included and onboard memory is available for more. You can drag and drop files and other content from a PC via a USB cable.

Features should whet the appetite of first time users for more - this should appeal to the sort of customer who will go up a bracket when they buy their next phone.

Musical Fold

The W270 is a stylish, smooth, small and thin clamshell with music features within to release your inner wild child.

Very similar in features to the W230 (also covered on this page), but in a different form factor, Moto's W270 is another music phone designed to bring some of the functionality of the more highly featured (and priced) music phones to the prepaid market.

As well as the modern and stylish look, this model gives even

better battery performance than the more traditional clamshells models also released. Up to 10 hours talk time and 20 days of standby are impressive numbers in any sector of the market.

Much of this performance is at the expense of an external screen, but the iconic front panel indicators work well to keep you informed.

If you live by caller ID, this isn't the model for you, as opening the phone to check the number would get annoying after a while.

Motorola has covered their bases with a good alternative to the W230 in flip form factor. Perhaps this product might attract a slight female skew, with the W230 appealing more to teenage boys?



W270