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## **COULD GOOGLE MOTOROLA MOBILITY DEAL TAKE A BITE OUT OF APPLE?**

Google has announced a deal to buy US smartphone company Motorola Mobility for \$12.5billion (£7.7billion). Commenting on the news **Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com), says:** "Motorola has remained an incredibly close partner with Google since Android's launch, with its phoenix-like resurrection due to an almost exclusive reliance on the smartphone operating system in its latest handsets. The fact that this is Google's biggest acquisition to date speaks volumes for how seriously the search giant is now taking the smartphone business.

"With lawsuits between phone makers being launched left, right and center, Google has acquired a phone manufacturer with an armoury of patents of its own. This is a shrewd, if expensive, business move to protect Android against other manufacturers in the future. As much as owning a smartphone manufacturer will enable Google to invest in the platform and provide a better experience to all Android users, it is highly likely that Motorola will become the new flag bearer for the latest and greatest in both hardware and software.

"The question is: how will other manufacturers react to this news? Apple has a pretty dominant position in the market, while Android phones have huge penetration through multiple manufacturers. Whether Microsoft buys Nokia – a handset maker now relying heavily on Windows Phone – is of huge interest, and whether BlackBerry makes some drastic changes to its forthcoming line-up is a serious question. In order to prevent the mobile market from becoming a two horse race, they might have to."

**For more information visit [www.uswitch.com](http://www.uswitch.com) or call 0800 093 0607**

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