

# D e s i g n   S e r v i c e s

## Creative Services

Lincoln Creative Group, Ltd.  
LCG is a full service advertising  
agency with a broad range of  
marketing and design services.

Website: [www.lincolncreative.com](http://www.lincolncreative.com)  
Contact: [info@lincolncreative.com](mailto:info@lincolncreative.com)  
Phone: 630-847-3007



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# D e s i g n   S e r v i c e s

## INDEX

Packaging Design

Dimensional Design

Product Slide Rules

Launch Packages

Announcement Packages

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Direct Mail Design

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Solo Mailers

Catalog Design

Product Catalogs

Price Books

Brochures

Integrated Campaigns

Trade Advertising Design and Media

Sales Aids

Electronic

Flash Animation

Web Site

E-Newsletter

E-campaigns

Other Media

Plastic

Wood

Other

Illustrations

Trade Show

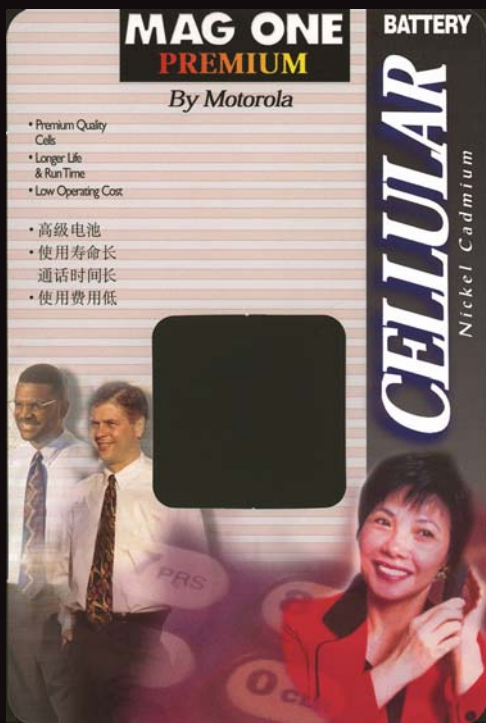
Logo

Story Boards

Concepting (Comps)



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Print

package design



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Client: Motorola AAD

# Design Services



Motorola Original™  
**Two-Way Portable and Mobile  
Accessory and Battery Catalog**



Saber  
Astro Digital Saber  
XT3200, XT3300  
XT5500  
XT5200  
MT2000, MT2300  
LT5200  
Astro Digital Spectral  
Spectra  
MCS200  
GTX  
LCS200

**The iDEN system: Integrated Digital Enhanced Network**

**If your Radio Army really needs a battery...**

An device as versatile as your iDEN system can't really reach a power supply that's small, but multi-functional. Motorola has the iDEN device and accessory that can give longer mission time while providing low-battery alerts.

Whether you're receiving the short burst of a page message, taking part of an hour-long teleconference or making information critical, the iDEN device has the power to keep you connected.

**Getting your act together and taking it on the road!**

When you're out of your workplace, having communication links that deliver the most useful of your important information isn't a luxury, it's a necessity. That's why Motorola...

built the iDEN integrated digital equipment, services and the iDEN wireless devices that work with it to bring two-way radio, cellular and paging services together in one device. The result? You get the best of both worlds in one device. Efficient, reliable, and easy to use.

**The suite of Motorola iDEN battery products includes:**

- Batteries - Nickel Cadmium, Nickel Metal Hydride, Lithium Ion
- Smart Chargers
- Charging Cradles
- Wall/Car Power Adapters
- Conditioning Chargers
- Battery Optimizing Systems
- Battery Maintenance Systems



**The brain of the outfit**

iDEN™ and Motorola batteries - it's chemistry. Motorola makes every other brand of battery, with the exception of those being longer between charges than Motorola's. And it's not because Motorola makes them better. It's because Motorola makes them better.

Motorola makes them better because they're designed to last longer. Motorola makes them better because they're designed to last longer. Motorola makes them better because they're designed to last longer.



Print  
catalog



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Client: Motorola Radio Products and Services Division

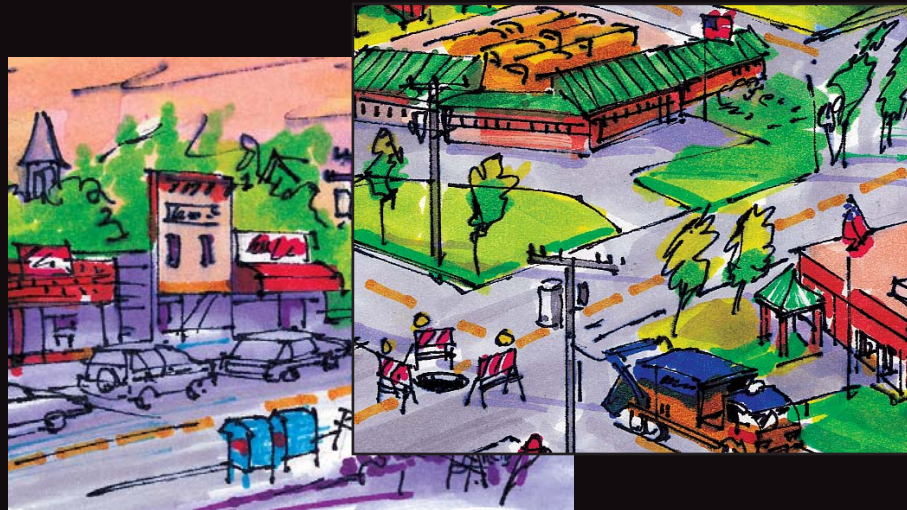
# D e s i g n   S e r v i c e s



Print

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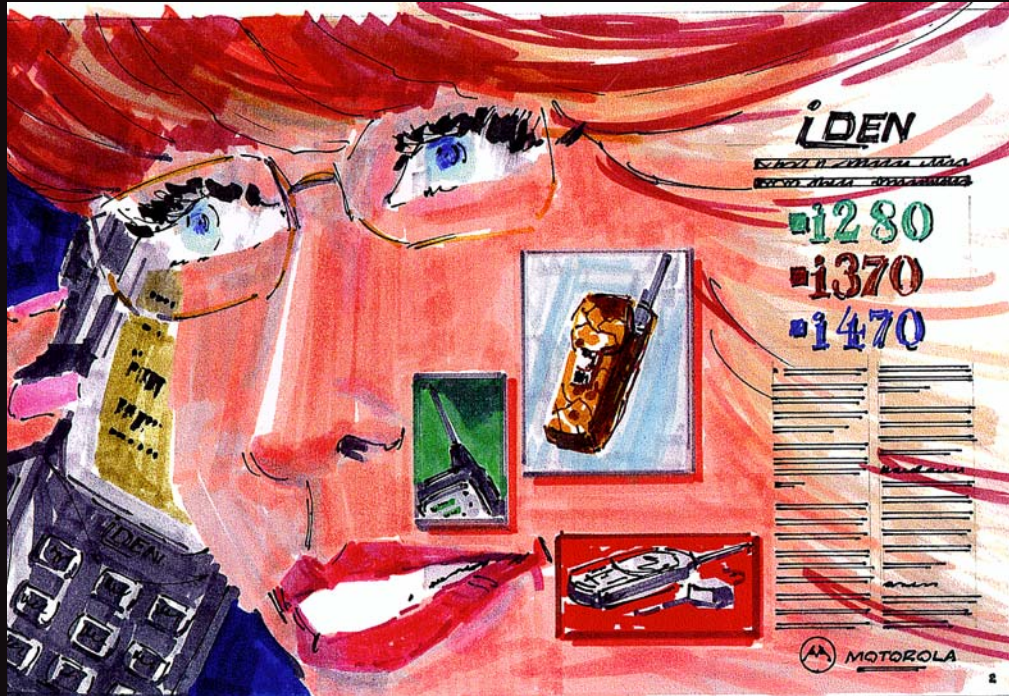
illustration, cut-away  
Illustration, original art



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Client: Motorola AAD, Canopy

# Design Services



## Print

ad comps and story boards



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Client: Motorola Accessories and Aftermarket Division

# Design Services

Print

dimensionals



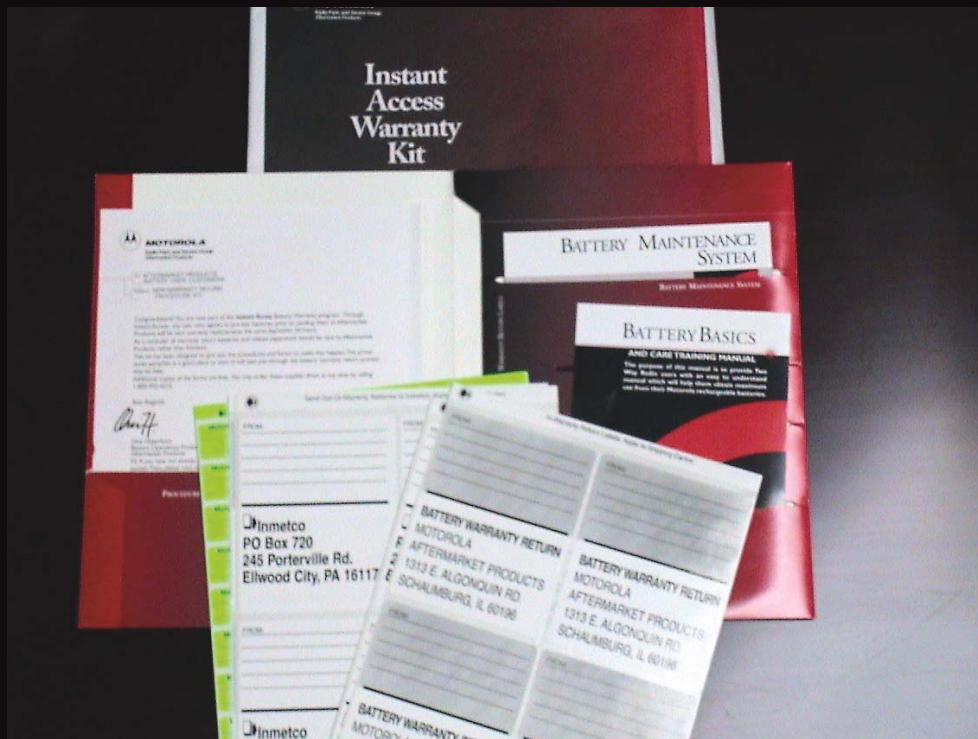
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Client: Motorola. Various Divisions

# Design Services

Print

Kits



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Client: Motorola Accessories and Aftermarket Division



Electronic

Interactive Media design and content



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Client: Motorola, various Divisions

# Design Services

Ask MOTOROLA DEALERS—  
Click on Motorola Pro Shop for  
Original Logo Merchandise



Motorola Pro Shop PDF  
download



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Dealer Services Links...

This website contains photos of many Motorola parts, accessories, and applications. However, it is not a complete archive covering every Motorola part or accessory.

If there is a part number or application you do not find currently, please check back periodically. This site is frequently updated with new photos. Users of this site agree to the restrictions and caveats governing the use of this site as defined below.

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**Search**

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Quarterly Mailings

2003 First Quarter  
2003 Second Quarter  
2003 CP 150/CP200

Catalog Photos

2002 iDEN  
2002 High Tier  
2002 Mid Tier  
2002 Minitor

Other  
2002 Motorola Facilities

Photography is Available By Part Number.

01-06	07-24	25-30	31-42	43-59
60-65	660-667	668-67	68-85053	85054-99999
A	B-BC	BD-BDNG5	BONG6-BDZ	BE-BZ
C-D	E-F	G	HI-HCN	HCO-HLM



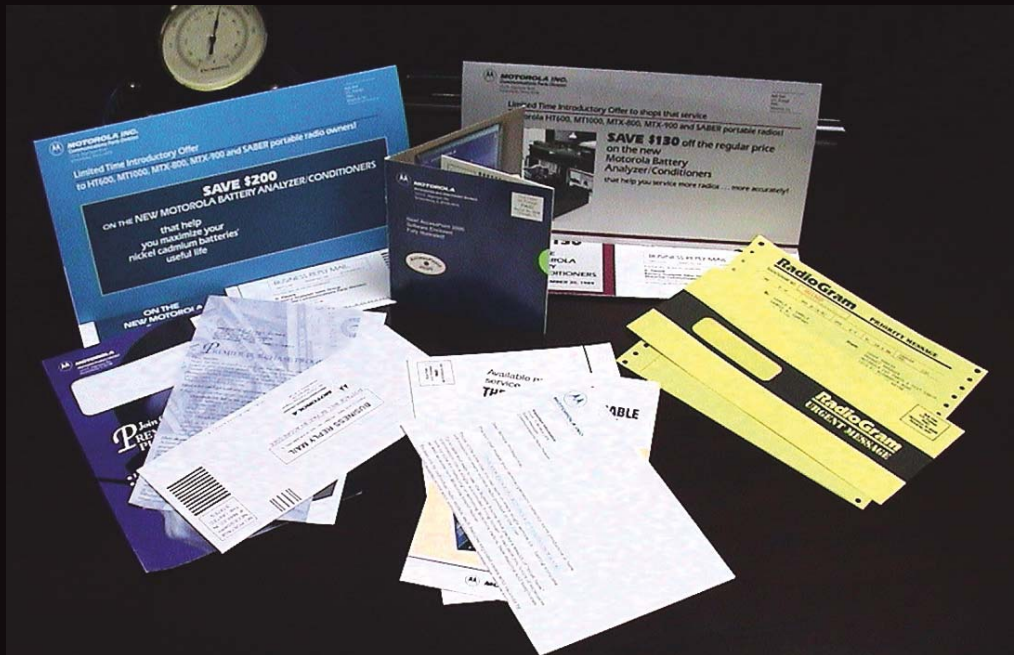
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Client: Motorola Customer Care and Services Division

# Design Services

Print

direct mail



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Client: Motorola Accessories and Aftermarket Division

**Accessory Mall News**  
from Motorola CCSD



Two-Way

Your Lifeline for quality parts, service, test equipment, great value and support

Tuesday, December 10, 2002

Issue 1, December 2002

VOLUME 1 ISSUE 1

**FEATURES**

- Product News and Updates
- Industry News
- Product Promotion Summary
- Reseller Sales Tips and Soundoff
- From the GM

**IN THIS ISSUE**

- EX500-EX600 Headsets
- Bluetooth™ Products
- XTS Series Commander
- Reseller Web Marketing Feature Story
- Rate Our Literature
- Reseller Forum And Weblog (BLOG)
- IWCE Keynote
- Motorola launches new products at IWCE
- Welcome to Accessory Mall News
- Holiday Message
- New Camouflage Housings for HT1250
- Preventive Maintenance

December 3, 2002

**Welcome to Accessory Mall News**

An electronic publication of Motorola Customer Care and Services Division (CCSD)

**Accessory Mall News Two-Way Version**

**An electronic newsletter designed just for you, Debbie Patack**

Welcome to Accessory Mall News, a promotional and advisory newsletter covering:

- \* the latest product news from CCSD,
- \* industry news affecting your business,
- \* sales tips for developing your business,
- \* and a list of CCSD products currently being promoted and available for immediate purchase through Motorola OnLine. (<https://motorola.com/businessonline>).

That's a lot to cover. Because it's a lot of information, this newsletter is specifically geared toward Two-Way Radio accessories, parts and test equipment. However, you can sign up for other content specific to your reseller contracts. For example, by selecting iDEN, PCS or RPK as part of your subscription, your newsletter will be custom tailored to include news and information for these items under the "FEATURES" section. You can register to receive this additional content when you subscribe. You will be asked to verify your contracts before you receive these additional features.

**Newsletters are Dynamic and We Need Your Feedback.**

We want to make this newsletter your newsletter. So we've incorporated a feature that let's you comment on each of the stories for relevance to your business and interests. Look for comment areas next to each story in the side bar to the right of the story.

Here are some of the topics covered by this newsletter:

**SUBSCRIBE**

Email Address:

Add  Remove

First Name:

Last Name:

Company:

Phone Number:

**Newsletter Poll**

How would you rate this newsletter concept?

- Great. It's a useful tool. How much?
- OK. I need all the information I can get.

What are the features of this site?

- Customized by Market or Channel
- Customized by Name, By Market
- Polls or Questionnaire's Easily Added
- Web Statistics on Usage
- Limitless Creative Expression
- ROI Analysis (Cost per reader)

Electronic

e-newsletter



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Client: Motorola Accessories and Aftermarket Division Proposed

**Accessory Mall News**  
from Motorola CCSD

MOTOROLA

Product Promotion



**Shipping Now!**  
Colored Housings for HT1250

Buy Now

**Dear Debbie,**

Differentiate your fleet with camouflage colored housings for the HT1250 radio. This housing offers the same quality and standards as the black version, while giving radios a unique look. Housings are now available in 3 distinct colors: Yellow, Black, and NEW Camouflage. All colors meet or exceed Motorola tough quality standards! See reference table for correct part numbers.

MODEL	BLACK	YELLOW	CAMOUFLAGE
HT1250 Series Plain	15B0666Z03	1580384L88	N/A
HT1250 Series Keypad	1580666Z04	1580384L91	N/A
HT1250 Series Limited Keypad	1580666Z01	158384L94	1580666Z09
HT1250 Series Full Keypad	1580666Z02	1580384L93	1580666Z08

Shop at the [Motorola Online](#) for business solutions. Call 1-800-422-4210 today

- Offer expires December 31, 2003. Terms and conditions apply.

Want to tell someone else about this? [Click here](#) to tell a friend.

- If you would prefer not to receive future email, or if you've changed your email address, please [click here](#).

Published by Motorola Customer Care and Services Division

Electronic

e-campaign  
landing page



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Client: Motorola Customer Care and Services Division  
Proposed

# D e s i g n   S e r v i c e s



## Other Media

wood  
plastic



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Client:

# F u l l S e r v i c e A d v e r t i s i n g

## OTHER SERVICES

Design

Marketing Planning

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FSIs

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