

# MOTO™ W755

The Wireless Device Group introduces the MOTO™ W755 to the product line-up! Both colors of the W755 will launch in the Indirect Channels on May 23, 2008!



Available in:  
Black Slate & Purple



- Stylish Design with Premium Finishes
- Touch Sensitive Controls on the Flip of the Phone
- V CAST Music and Video
- Up to 4 GB microSD Optional Removable Memory
- Bluetooth® Stereo Wireless Technology
- 1.3 Megapixel Camera with Optical Zoom

## Product Codes

Color	SKU/UPC	Mock-Up	Vision
Black Slate	MOTW755 7-23755-83256-5	MOTW755MOCK	13188
Purple	MOTW755P 7-23755-83312-8	MOTW755PMOCK	13327

### Standard Packaging

- MOTO™ W755
- Standard Lithium Ion Battery
- Travel Charger
- User Guide
- Quick Reference Guide

### MUSIC

- Music Player for: MP3, WMA, unprotected AAC, and unprotected AAC+ Formats
- External Touch-Sensitive Music Controls
- Create & Manage Playlists
- Sync Music from PC to Phone

### BLUETOOTH

- External Touch-Sensitive Control for Bluetooth
- Profiles: Advanced Audio Distribution (Stereo), Audio/Visual Remote Control, Basic Imaging, Basic Printing, File Transfer, Hands-free, Headset, Object Push for vCard, Serial Port, Dial Up Networking, and Phonebook Access.

### CAMERA/VIDEO

- 1.3 MP Camera with Optical Zoom
- Video Capture & Playback
- Camera/Video Key

### SERVICES

- V CAST Music & Video
- VZ Navigator Capable
- Text/Picture/Video Messaging
- Mobile IM & Chat
- Mobile Web 2.0
- Voicemail
- Media Center-Download Ringtones, Games, & More!

### GENERAL

- Mass Market Device Tier
- External Touch-Sensitive Controls for ring volume/speakerphone mute
- Up to 4 GB microSD opt. removable memory
- Soft Touch Paint with High-End Metallic Accents
- Bilingual Interface: English/Espanol
- aGPS capable for E911 emergency location/sGPS
- Speakerphone
- Advanced Speech Recognition
- Embedded ring tones, vibrating alerts and silent mode
- Up to 1000 Phonebook Contacts
- TTY compatible
- OTA capable
- Handset Insurance: Yes
- Hearing Aid Compatibility = M4/T4

### SPECIFICATIONS



- All-Digital, 1X/EV-DO (800/1900 MHz)
- Thin at only .68 inches!
- 1.9" 176X220 TFT display with up to 65K colors
- 1" 96x80 CSTN display with up to 65K colors
- Dimensions:
- 3.9" (H) x 1.9" (W) x .68" (D)
- Weight: 3.6 oz
- SAR: Head-0.8 W/kg, Body-1.12 W/kg
- Battery: 950 mAh Li-Ion
- Usage Time: Up to approx. 220 minutes **OR**
- Standby Time: Up to approx. 390 hours

# MOTO™ W755 Device Overview




# MOTO™ W755 Bluetooth®

## How to Turn On Bluetooth® with Your Wireless Device Open




1. Press the Center Select key (**MENU**) > use the Navigation key  to scroll to **SETTINGS & TOOLS** > press the Center Select key (**OK**) > use the  Navigation key to scroll to **Bluetooth Menu** and press the Center Select key (**OK**) > then press the Left Soft key - (**Turn On**).


## How to Turn On Bluetooth® with Wireless Device Closed (from the Touch-Sensitive Controls on the Flip)

1. Press any of the side keys to activate the touch-sensitive controls on the outside of the flip. When they light up, press and hold  to turn Bluetooth On.



## How to Pair your Bluetooth® Headset With Your Wireless Device

1. Press the Center Select key (**MENU**) > use the Navigation key  to scroll to **SETTINGS & TOOLS** > press the Center Select key (**OK**) > use the Navigation key  to scroll to **Bluetooth Menu** > press the Center Select key (**OK**) > then press the Center Select key (**OK**) to **Add New Device**.
2. Please ensure the Bluetooth device you are pairing with is in Discoverable mode.
3. Press the Center Select key (**OK**) to search for available Bluetooth devices.
4. Scroll and highlight the device you wish to connect to by using the Navigation key  and press the Center Select key (**PAIR**).

The device may request permission to pair with your phone. Select Yes (if applicable) > enter the PIN code > and press the Center Select key (**OK**). When the connection is made, the  (Bluetooth indicator) and a Bluetooth message displays on the main screen.

NOTE: The default PIN code is usually 0000. Refer to the Bluetooth accessory's user guide for additional information.

# VZNavigator

VZNavigator<sup>SM</sup> is a downloadable Media Center! application allowing customers to map their location, find nearby points of interest and get audible turn-by-turn directions right on their wireless handset! VZNavigator<sup>SM</sup> is the first consumer product from Verizon Wireless using the benefit of Location Based Services technology. VZNavigator<sup>SM</sup> combines geographic location information with turn-by-turn navigation, and points-of-interest lookup accessible right from a wireless handset.

## Feature

## Advantage

## Benefit

Audible Turn-by-Turn Directions	Provides users with audible directions to help them navigate to a destination or location	<u>Safety &amp; Convenience</u> – “With audible turn-by-turn directions, VZNavigator <sup>SM</sup> makes your navigation efficient and safe without maps or paper directions!”
Location Mapping	Displays a user’s position on a map via the GPS satellite network	<u>Confidence</u> – “Never feel lost again! With VZNavigator <sup>SM</sup> your handset becomes your audio road atlas to find your destination!”
Point of Interest Lookup	Helps customers find nearby restaurants, banks, stores, and ATMs based on their current GPS location	<u>Awareness</u> – “Always know what’s nearby and how to get where you want to go! VZNavigator <sup>SM</sup> puts you in the know!”

### Turning Location ON:

1. From the main screen press **OK** to enter the **Main Menu**.
2. Scroll to **Settings & Tools** and press **OK**.
3. Scroll to **Phone Settings** and press **OK**.
4. Scroll to **Location** and press **OK**.
5. Highlight **Location On** and press **OK**.


### Subscribing to VZNavigator:

1. From the main screen press **OK** to enter the **Main Menu**.
2. Scroll to **Media Center** and press **OK**.
3. Scroll to **Browse & Download** and press **OK**.
4. Select **Get New App** and press **OK**.
5. Scroll to **Travel & Guides** and press **OK**.
6. Select **VZ Navigator** and press **OK**.

# V CAST Music on the MOTO™ W755




## Purchasing a Song with V CAST Music

1. From the main screen, press left on the Navigation key  to access **MUSIC & TONES**.
2. Press the Center Select key (**OK**) to select **V CAST Music**.
3. Browse or search the catalog to find desired songs. To preview a song, highlight the song, press the Center Select key (**OK**), and then press the Left Soft key (**Preview**).
4. Highlight the desired song and press the Center Select key (**Buy**).
5. Press the Center Select key (**Buy**) to confirm your selection.


## Play Songs with Wireless Device Open



1. From the main screen, press left on the Navigation key  to access **MUSIC & TONES**.
2. Scroll to **My Music** and press the Center Select key (**OK**). The music player will start up.

## Play Songs with Wireless Device Closed



1. Press and hold any of the side keys. The external touch-sensitive controls will light up.
2. Press and hold the **Play/Pause** button  directly below the external display while it is still lit. The music player will start up.



## Download Music to Your PC



1. Open Music Manager.
2. Select the Buy Music tab.
3. Log in.
4. Go to My Purchases
5. Songs that you've purchased but have not yet downloaded are indicated by an icon in the "d/l" column on the right-hand side of the list of songs.
6. Check the box/boxes of the songs you wish to download.
7. Select "Download".
8. To play the song, you can find it by selecting the Music On My PC tab.

## Sync Your Music From Your PC to Your V CAST Music Wireless Device

In order to use this option, you must load V CAST Music Manager on your PC.

1. From your PC, open Music Manager.
2. Plug in the USB cable (purchased separately) to your phone and connect it to a USB port on your PC.
3. From the home screen on your phone, the SYNC MUSIC display appears. Your phone should display the message: Connected. (This may take 30 to 60 seconds.)
4. Drag and drop the song(s) you want to sync into the Sync List window, and Synchronization of the song(s) begins.
5. Once Synchronization is complete, press the End/Power key and disconnect the USB cable (purchased separately) from your phone.
6. Exit Music Manager and disconnect the cable from your computer.

# microSD Removable Memory

## Removable memory storage functionality

The following grids show what types of files can be transferred to the removable memory card.

### MUSIC

Media Object		
MP3 Songs	<b>Yes.</b> Song will be converted to WMA format	Song will not play on the phone
WMA Songs (Music ripped from CDs, e.g. unprotected content)	<b>Yes</b>	<b>Yes</b>
WMA Songs (Purchased from a Windows Media Player 10 music store such as V CAST Music, e.g. protected content)	<b>Yes</b>	Song will not play on the phone

### PIX

Media Object			Comments
User generated Pictures received from other users via Picture Messaging	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Pictures downloaded with Media Center	No	<b>Yes</b>	
User generated pictures	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Pictures received from Online Album	<b>No</b>	<b>Yes</b>	Licensed content cannot be moved to the SD Card or desktop

### FLIX

Media Object	Store to Memory Card	Store to Phone Memory	Comments
User generated Video clips received from other users via FLIX Messaging	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Video clips downloaded via Media Center	No	<b>Yes</b>	
User generated video	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Video clips downloaded via V CAST	No	<b>Yes</b>	
Video Clips received from Online Album	No	<b>Yes</b>	Licensed content cannot be moved to the SD Card or desktop

### RINGTONES

Media Object			Comments
Ringtones downloaded with Media Center	No	<b>Yes</b>	
Ringtones received via EMS	No	<b>Yes</b>	

# microSD Removable Memory

The grids on this page indicate an approximate number of songs that can be stored on memory cards ranging from 256MB – 4 GB. Storage capacity depends on the Bit Rates (bits per seconds) listed on the grids.



**Note:** Memory Card initialization times depend on the amount of songs saved on the card.

64 kbps  
OTA Music Download

Memory Card Storage Capacity				
256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card
Approximate # of songs that can be stored				
Up to 120 songs*	Up to 250 songs*	Up to 500 songs*	Up to 1000 songs*	Up to 2000 songs*

128 kbps  
MP3 files

Memory Card Storage Capacity				
256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card
Approximate # of songs that can be stored				
Up to 60 songs*	Up to 125 songs*	Up to 250 songs*	Up to 500 songs*	Up to 1000 songs*

160 kbps  
Purchased from VZW.com & transferred via cable

Memory Card Storage Capacity				
256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card
Approximate # of songs that can be stored				
Up to 50 songs*	Up to 100 songs*	Up to 200 songs*	Up to 400 songs*	Up to 800 songs*

\*Based on a four minute song average

# MOTO™ W755 Helpful Hints

## Manually Programming the MOTO W755

1. Press #073887\* (Security = 6 zeros)
2. This will open a Programming Menu
3. Select User Activation
4. Select NAM 1
5. You will need to enter your phone number in both the MDN and the MIN fields and select SAVE.
6. Hit the CLR key to back out of the Programming Menu
7. Power cycle the phone

## OTA Instructions

1. Perform the usual billing system activation procedure
2. Power-up the phone and enter Star Code, \*228 [Send]
3. The following audio message will be heard: "Welcome to Verizon Wireless' over the air programming . This call is airtime free. Press (1) to program your phone. Press (2) to update your roaming capabilities."
4. Power cycle the phone

**NOTE:** Programming will take up to 2 minutes. Should the programming exceed 45 seconds, the following audio message will be repeated at 25 second intervals: "Please continue to hold. Your phone is being programmed." \*You will hear an audio message once the phone has been successfully programmed.

## Using the Wireless Web Browser

The **MOTO™ W755** is Internet capable. Get everything you need to know while you're on the go with Mobile Web 2.0.:

1. From the main screen, press the Navigation Key up to launch **Mobile Web 2.0**

## Voice Dialing:

1. With the phone flip closed, press and hold the Voice Command key on the right side of the phone.
2. Say one of the commands and your phone performs the corresponding action.

For example, when prompted to say a command, say "Call Bill Smith mobile" or "Call 8475551212."

**Note:** With the phone open, press and release the Voice Command key. Pressing and holding the key activates voice recording. Your phone says "Please say a command" and displays a list of voice commands.

## Sending a Text Message to a Wireless Device

1. From the main screen, press the Left Soft key (**Message**).
2. Press the Center Select key (**OK**) to select **New Message**.
3. Press the Center Select key (**OK**) to select **TXT Message**.
4. Enter the contact's mobile telephone number or email address –OR- Press the Right Soft key (**Add**) to add a Contacts entry. Press the Center Select key (**OK**) to select **From Contacts**. Use the Navigation key to scroll to the desired contact, then press the Center Select key (**MARK**). Press the Left Soft key (**Done**) when finished choosing contacts.
5. Press the Center Select key (**OK**) to go to the text field. Enter desired text.
6. Press the Center Select key (**SEND**)

## How to View Software, PRL and Browser Version

1. Press the Center Select (**MENU**) Key to enter the Menu.
2. Scroll to **SETTINGS & TOOLS**
3. Press (**OK**)
4. Press (**9**) for **Phone Info**

# Features/Advantages/Operation of the MOTO™ W755

Features	Advantages	Operation
<p><b>microSD Card Removal</b></p>	<p>Up to 4 GB of optional removable memory</p>	<ol style="list-style-type: none"> <li>1. Remove battery door by pressing the release button.</li> <li>2. Lift off the battery door.</li> <li>3. Lift out the battery.</li> <li>4. Insert the microSD memory card in the slot provided.</li> <li>5. Replace the battery by aligning the contacts and then gently pressing it into place.</li> <li>6. Replace the battery door.</li> </ol>
<p><b>Bluetooth® Wireless Technology</b></p>	<p>The <b>MOTO™ W755</b> supports Bluetooth wireless pairing. You can pair your phone with a Bluetooth wireless stereo headphone, headsets, car kit, or computer (to exchange and synchronize files).</p>	<p>Make sure that Bluetooth is "On" on your handset.</p> <ol style="list-style-type: none"> <li>1. Press the Center Select key (<b>MENU</b>) &gt; use the Navigation key to scroll to <b>SETTINGS &amp; TOOLS</b> &gt; and press the Center Select key (<b>OK</b>) &gt; use the Navigation key to scroll to <b>Bluetooth Menu</b> &gt; press the Center Select key (<b>OK</b>) &gt; then press the Center Select key (<b>OK</b>) to <b>Add New Device</b>.</li> <li>2. Please ensure the Bluetooth device you are pairing with is in Discoverable mode.</li> <li>3. Press the Center Select key (<b>OK</b>) to search for available Bluetooth devices.</li> <li>4. Scroll and highlight the device you wish to connect to by using the Navigation key and press the Center Select key (<b>PAIR</b>).</li> </ol> <p>The device may request permission to pair with your phone. Select Yes (if applicable) &gt; enter the PIN code &gt; and press the Center Select key (<b>OK</b>). When the connection is made, the Bluetooth indicator and a Bluetooth message displays on the main screen.</p>
<p><b>External Touch-Sensitive Controls</b></p>	<p>Provides easy access to music, Bluetooth, ring volume and speakerphone muting – all from the outside flip of the phone.</p>	<p>Press and hold any of the side keys on the phone to activate the touch-sensitive controls on the outside of the flip. When they light up, press and hold the:</p> <ul style="list-style-type: none"> <li>• <b>Play/Pause</b> key to start the music player</li> <li>• <b>Bluetooth</b> key to turn Bluetooth on</li> <li>• <b>Vibrate/Mute</b> key to change ring volume when not on a call and mute the speakerphone when on a call.</li> </ul>
<p><b>Speakerphone</b></p>	<p>Allows for handsfree talking.</p>	<ol style="list-style-type: none"> <li>1. When the flip is open, press and hold the <b>Smart/Speakerphone</b> key on the left side of the phone to turn on the speakerphone. <b>SPEAKER PHONE ON</b> will appear on the main screen.</li> <li>2. Enter the number you want to call and press the <b>Send</b> key.</li> <li>3. When the call connects, close the phone and continue your conversation.</li> <li>4. To turn off the speakerphone, press and hold the <b>Smart/Speakerphone</b> key (phone flip must be open). <b>SPEAKER PHONE OFF</b> will appear on the main screen.</li> </ol> <p><b>NOTE:</b> The speakerphone feature does not function while connected to a Bluetooth headset.</p>