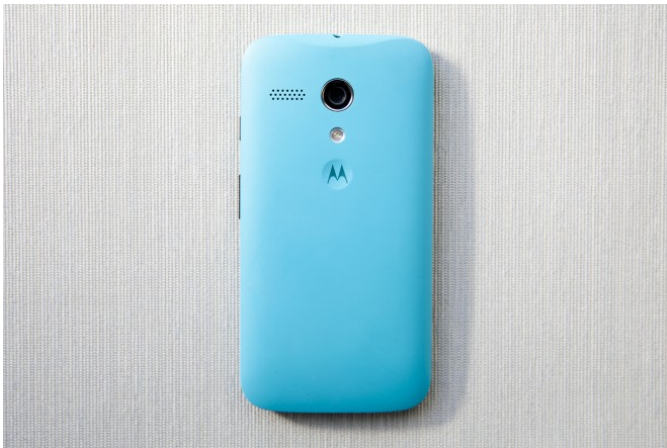


Motorola Goes for the Lower-End

Written by Marco Attard
15. November 2013

Google-owned Motorola takes on lower-end markets with the Moto G-- an entry-level smartphone designed as a "better option" for price-conscious customers, with relatively low price tag (\$179).



Similar in look to the Moto X, the Moto G features a 4.5-inch 1024x720 resolution LCD TFT display, quad-core Qualcomm Snapdragon 400 processor, 1GB RAM, 5/1.3MP cameras, 8 or 16GB storage and a 2070mAh battery.

The OS of choice is a Motorola-customised version of Android 4.3, if one lacking the interesting software features from the Moto X. An update to 4.4 should also be available fairly soon.

Since low-cost phones are all about about being colourful (look at the iPhone 5C!) the back plate is removable, allowing the installation of different colour and style covers. Motorola says 19 options will ship, with regular, rugged and flip-style portfolio versions in blue, teal, red, yellow, purple, white, and black colours.

However the removable back plates are cosmetic only-- the battery is firmly secured from prying hands, and the phone lacks a microSD slot.

The Moto G will be available in European markets by end November 2013.

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