

Motorola Pins Smartphone Hopes on Moto X

Written by Marco Attard
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Google-owned Motorola Mobility confirms the mysterious "[X phone](#)" at the D11 conference, where Motorola head Dennis Woodside announces the device and its name, "Moto X."



Woodside did not show the device, mind-- even if he teased of having a Moto X in his pocket, saying it will "know what you want to do before you do."

Other than that details are scant. Woodside talks a bit on battery life, saying it "...is a huge problem. Motorola has some of the world's best engineers and systems designers who spend their lives on that problem. There are two processors in the device that creates a system that allows you to do such a thing."

The company also insists on a perhaps unusual point-- the Moto X is the first smartphone from the company designed, engineered and assembled in the US, specifically at Nokia's former Forth Worth, Texas facility.

Following the conference Woodside tells AllThingsD the phone carries at least some battery-friendly sensor technology from the MOTOACTV watch, and is just one of a number of "several" devices from the company.

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He also reveals the main focus for Motorola following the sale of its the STB business and workforce cuts of around 10%-- phones (including future devices with flexible and unbreakable displays) and accessories. The company will also no longer make tablets, due to differing distribution and power efficiency requirements.

“We’ve shut down or postponed a couple products in the last couple weeks,” Woodside says. “It’s hard. You have people who put their lives into a product or the last year into a product.”

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Go [Dennis Woodside on the Genesis of the Moto X, Ditching Tablets and Learning to Say No \(AllThingsD\)](#)