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American Red Cross Selects Motorola for Mobile Blood Donor Program

Nationwide deployment includes mobile computing and wireless LAN solutions

SCHAUMBURG, Ill. – Aug 19, 2010 – The [Motorola Solutions](#) business of [Motorola Inc.](#) (NYSE: MOT), today announced that the American Red Cross has selected Motorola's [MC55 Enterprise Digital Assistant \(EDA\)](#) and wireless LAN (WLAN) access points to help document blood donations for more than 200,000 blood drives each year. Motorola and its partner, MoreDirect, a subsidiary of PC Connections, will custom configure and deliver more than 6,000 MC55 EDAs and 2,000 access points to be deployed throughout the 36 Red Cross regions nationwide.

"Motorola's complete mobile communications solution empowers the American Red Cross' ability to help ensure the safety of the nation's blood supply while maintaining the privacy of the blood donors," said Jim Mears, Motorola vice president of mobile solutions. "This solution makes for easy installation and reliable operation of the critical infrastructure required for secure blood drives in thousands of locations each week."

According to the American Red Cross, 6.5 million blood donations are collected each year from roughly 4 million volunteer blood donors. Of these donations, up to 80 percent are collected at mobile blood drives held by community organizations, companies, high schools, colleges, places of worship and military installations. The [MC55 EDAs](#) will be used by nurses and phlebotomists at these mobile locations to document each donation thoroughly and securely.

The MC55 EDA, with an integrated bar code scanner, will provide the Red Cross with a light-weight, size-optimized device that will securely and wirelessly connect the end user to the application and data server used at each blood drive. Built around Microsoft's Windows Mobile software platform, the MC55 packs the power of a desktop computer into a rugged, and user-friendly device that operates through an entire shift on a single battery. Additionally, the MC55 can withstand the rugged nature of a mobile blood drive. Users can wipe down the units with alcohol-based solutions to inhibit the spread of germs.

Motorola's WLAN access points will provide the Red Cross with a portable Wi-Fi solution that can be quickly and easily installed. This allows each mobile blood drive to link MC55 EDAs, laptops, printers, handheld devices and servers reliably while exceeding HIPAA security compliance requirements. The self-configuring wireless system may include multiple access points in mesh configurations to support a wide range of blood drive sizes and locations.

About Motorola 2010

About Motorola

Motorola is known around the world for innovation in communications and is focused on advancing the way the world connects. From broadband communications infrastructure, enterprise mobility and public safety solutions to mobile and wireline digital communication devices that provide compelling experiences, Motorola is leading the next wave of innovations that enable people, enterprises and governments to be more connected and more mobile. Motorola (NYSE: MOT) had sales of US \$22 billion in 2009. For more information, please visit www.motorolasolutions.com.

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