

INGENIOUS IDEAS

DEPARTMENT

New Video Phone Brings Families Together

(NAPSA)—If you live in a different state than a loved one, you're not alone. According to a recent study, one in three American adults now live in different states than their mothers, and while they speak on a weekly basis, 87 percent report they only see their mother once a month or less. Of all respondents, 83 percent wished they could see their family more often.

The statistics are similarly high for mothers who want to see their children and grandchildren more often, but distance, schedules and obligations make face-to-face time difficult. Several years ago, "webcams" (or "web cameras") were the first to help bridge the gap, but both required a computer and picture quality was poor.

Works Like A Telephone

Today, a new generation of products has emerged led by the Motorola Ojo Personal Video Phone. Some say the stand-alone video phone may have finally bridged the gap for consumers seeking to stay in touch. The Ojo doesn't require a computer to run, it simply plugs into any broadband Internet connection and produces live broadcast quality video that makes it seem like users are speaking face to face. The product works very much like a traditional telephone. Consumers can even leave video messages.

Grand For Grandparents

"My parents live in Florida and I live in Southern New Jersey.



It's For You—A new video phone is bridging the gap with families who like to keep in touch.

Because they're elderly, it's sometimes difficult for them to travel north to spend time with the family," said Bette Ann Simon, Pennsauken, New Jersey. "The Motorola Ojo lets us have family time—our parents can see the kids' school play outfit or read them a bedtime story—at any time they want."

One of the early users of the product was tennis star and Wimbledon Champion Maria Sharapova. Sharapova is constantly on the road and away from her family and friends, and the road can get lonely for an 18-year-old.

"Until you try the Ojo you can't imagine what a difference it makes," said Sharapova. "Win or lose, it is nice to see my mom, it is almost like having her in the room with me. It really is amazing."

To learn more, or get a virtual demo of the product, visit www.motorola.com/ojo.