

Motorola Austin Retirees Club:
General Meeting: August 8, 2017, at the North Lamar Senior Center

Mike Coley called the meeting to order at 10:04AM.

Secretary's Reports were published in the Newsletter and approved.

Treasurer's Report: Obie said our balance was reduced by \$399.78 due to \$500 deposit to Maggiano's. We received \$200 in dues.

Scholarship Fund: We received \$190, bringing the total for the year to \$400. We have decided to name the scholarship in honor of Gary Daniels. Members can donate to the fund in addition to the raffles. Applications can be submitted at the fourth quarter meeting, Nov. 17, 2017, for children and grandchildren of current members, who are attending a post-secondary educational institution (university, junior college or trade school). The first award will be made at the Christmas Party on Dec. 12, 2017, and will be paid to the institution the winner is attending. ***(NOTE: See an updated proposed schedule in the Board Meeting Minutes)***

Communications: Ray Voith has updated our website menu bars and sub-menus, at maacweb.org. We may change to a different server and club name, if available. Our club email address is: maacweb@yahoo.com. We plan to retire the postal mailbox. We may open a private Facebook MAAC group, which requires permission to join. It will be difficult to get everyone to participate, but most will probably use email. There is a FaceBook group called "WeWorkedForMotorolaSemiconductor" with about 1600 members

Christmas Party will be December 12, 2017 at Maggiano's, and costs \$35 for members or guests.

Election of Officers: Will be held at the general meeting on 11/21/2017. The current slate of elected officers is open to anyone interested, and currently is:

President – Mike Coley
Vice President – Jim Binneboese
Treasurer -- Obie Hasty
Secretary – Jules Campbell

Non-elected Chairpersons (volunteers):

Communications – Ray Voith
Membership – Warren Wiemann
Newsletter -- Danna Redford
Event – Wayne Harned

Medicare: The insurance sign-up window will be from October 15, 2017 through Dec 7, 2017. USAA offers health insurance to persons who aren't veterans or their descendants. Each "letter plan" is equivalent at all vendors, but the premiums vary.

Speaker: Jim George grew up in West Virginia. He graduated with a BSEE from Virginia Tech, and an MSEE from Arizona State University. Jim was a corporate Vice President, and General Manager of several divisions. He recently authored two published books after retiring, “Reunion” and “Contact Sport”.

Jim’s career at Motorola, included general manager of Memory Products, where our forte was Fast Static RAMs (FSRAM), and we went in and out of the Dynamic (DRAM) business, but we were successful when partnered with Toshiba, making up to \$900M per year. Around 1993, Jim assumed leadership of the DSP business, which ultimately became the heart of cellular, but previously had been focused on 24 bit engines for music and audio. Jim also led the Imaging business with the ColdFire family of processors, which dominated the HP printer business. In 2000, Jim became Chief of Staff in Wireless Systems Solutions, under Roger Kung.

The concept of Cell Phones evolved from Amateur Radio “Repeater Stations” in Chicago. Marty Cooper made the first “call” in 1973. The DynaTAC introduced in 1979 was “the size of a brick”. Then came analog “flip phones”, “clam shell” phones, etc. The early US market was dominated by (1G) Analog technology, based on standard products from various Motorola divisions, while Europe had Global Systems Mobile (GSM) standard and NTT lead in Japan. However, Nokia let the charge into digital technology, while Motorola cellular management clung to analog technology, causing us to lose market share.

In 1995 Motorola announced the “War on Current Drain”, and delivered the StarTAK, and NexTel’s “Push-to-Talk”, private network.

In 1996 there were different frequencies used in US, Europe and Asia, each phone requiring a different chip set.

In 1997, Nokia was the #1 producer worldwide. As digital phones took increasing market share, TI using ARMcore, DSP and heavily controlled by Nokia, was significantly ahead of Motorola. Then, Ken Hansen moved a cellular design group to Austin and developed the Patriot chip set to compete with TI, combining DSP and an MCU, only requiring the addition of a power amplifier.

In 1999 Motorola poured \$3Billion into Iridium, but the cost of phones \$3K and calls \$7/minute, were market failures. However, Iridium still is used where no infrastructure exists.

In 2004, Motorola introduced the highly popular RAZR phone, and in 2005, Motorola partnered with Apple to make the ROKR phone (a RAZR with iTunes).

In 2007, Apple unveiled the iPhone and in Oct. 2007, the Stock Market crashed.

In 2011, Motorola split into Motorola Solutions (Radios, etc.) and Motorola Mobility (Cell Phones). Later that year, Google purchased Motorola Mobility to acquire the hardware patents (IP), and later sold Motorola Mobility to Lenovo, without the IP.

In 2012 Nokia market share fell behind Apple and Samsung who produced smart phones, and still lead the market today. Today's phones are based on 4G LTE (4th generation, long term evolution), and 5G is in development. (NOTE: It is estimated that seven billion people worldwide have mobile phones, and the UN claims it was the fastest adoption of any technology.

The meeting adjourned for Pizza and Bingo.

Respectfully Submitted,
Jules Campbell, Secretary of Motorola Austin Alumni Club