

# Motorola MOTOROKR E6 Limited-Edition Jay Chou X Eric So

Compiled by Gary Lau

In Hong Kong, Motorola launched MOTOROKR E6 Jay Chou (inspired of course by Jay Chou) and the limited edition of Moto x Eric So Jay Chou action figure. This sort of events emphasizes the attempt of Motorola to develop an exclusive mobile entertainment experience and co-marketing innovation.

This limited edition of MOTOROKR is embossed with orange edges and engraved with the JC logo and it's the first handset in the world inspired by Jay Chou. Also, Moto x Eric So Jay Chou action figure is the first action figure designed by the well-known designer Eric So. Since both products are created in limited quantities, if you're a fan or a collector you should hurry up and get them.

MOTOROKR E6 comes with a stylish pouch, a Jay lanyard, a 1GB SD Card, an exclusive Jay Chou ringtone and Jay Chou wallpapers. Considering these aspects, the phone can be considered a must have for the Hong Kong's cellphone smart mob.

Collectors should also be enthusiastic about Moto x Eric So Jay Chou action figure, the latest creation of Eric So who is famous amongst action figure collectors in Asia Pacific. Eric worked with top celebrities like Bruce Lee, Michael Jordan or Chow Yun Fat. This latest action figure, Moto x, reproduces Jay Chou in a casual outfit with a miniature MOTOROKR E6 in his hand expressing the PDA handset as his needful sidekick.

With a 14.5 mm thickness, MOTOROKR E6 Jay Chou edition is clearly one of the thinnest multimedia PDA handsets. Featuring a 2.0 megapixel camera, 2.4" Touchscreen with stylus, 3.5 mm stereo headphone jack and dedicated music keys, MOTOROKR E6 Jay Chou edition is truly a PDA for entertainment.



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