

Motorola promises to release a smartphone that will make the world 'in awe' in 2020

Motorola representatives have confirmed that the company will launch at least one high-end smartphone line next year with top specifications, which can compete fairly with top-notch product lines of competitors.

Motorola has not produced a truly impressive flagship smartphone for many years and this has greatly affected the brand's value and position in the eyes of the user. At a time when classic 'brick' phones were still dominating the market, Motorola was always referred to with luxurious, powerful and high-end products, as well as Blackberry rivals or leading Nokia models. However, at present, Motorola is only considered a mid-range manufacturer, although its products still retain their own nature as well as positive responses from users.

This situation is likely to change in 2020 because of the launch of Qualcomm's latest processor on December 4, 2019, a Motorola representative confirmed that the company will launch at least 1 high-end smartphone line next year with top specifications, can compete fairly with the top product lines of the opponent.

This smartphone will certainly use Qualcomm's new and most powerful Snapdragon 865 chip as well as advanced 5G connectivity platform.



Motorola said its business situation is still going well with the fifth consecutive quarter of profit reached the target. This shows that the company's current strategy - hitting the mainstream and high-end segments - is still on the right track. However, with an old manufacturer like Motorola, not owning any flagship model will obviously greatly affect the brand value that has built up over decades. Analysts say that Motorola's 2020 flagship will be the next in the Moto Z line with an ultra-thin design or a folding screen Razr, or even an entirely new product line.

Entering the cramped high-end smartphone segment is not a simple task, but with the potential and reputation built up over the years, this is not an impossible task for Motorola.

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