

YOUR PERFECT PHONE



Price unclear, but production cost may be as low as \$50 for entry level phone and high as \$500 for high-end model

SIZE
SIMILAR TO THE IPHONE
OR GALAXY S5



Modules can be bought on an ecommerce site which Google will start and will work alongside Google Play store

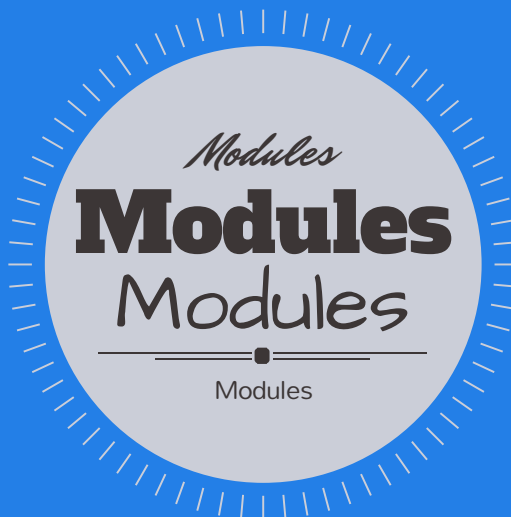


Android doesn't yet support the modular concept but the early 2015 version would be 'modular enabled'

Modules held on the skeleton called ENDO with electromagnets

Each and every phone feature is a module

Don't buy a new phone every 2 years, you buy only the latest modules!



Modules can be built by any developer using the open source MDK (Module development Kit)

A single module can have multiple functions

Modules can be easily replaced and overall life of a phone can be up to 6 years



www.projectara.com

www.phonebloks.com

Did YOU KNOW?

Project Ara is part of the ATAP* group which Google retained when selling off Motorola Mobility to Lenovo !
*Advanced Technology and Projects



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