# Motorola launches beta programme for AI-driven moto ai feature



In a notable advancement in smartphone technology, Motorola has announced the introduction of its AI-driven feature, moto ai, as part of an open beta programme that commenced on November 27, 2024. This initiative, which is currently available on the Motorola razr 50 series and the Motorola edge 50 ultra, aims to enhance user interaction by integrating generative AI across the device's functionality.

Based in Mumbai, Motorola has long embraced artificial intelligence to improve user experience by enhancing various aspects of its smartphones. Historically, the company has focused on boosting image quality, optimising battery performance, and refining display capabilities. However, the latest developments mark a significant evolution towards creating richer and more tailored interactions for users.

The moto ai feature addresses common pain points experienced by smartphone users, such as information overload from notifications and difficulties in retrieving apps or saved information. By centralising the user experience, moto ai promises to simplify daily smartphone interactions and allow for a more intuitive interface. Through intelligent photography capabilities, it assists users in documenting important moments, enabling them to craft custom visuals and artwork, and promoting efficiency in task execution.

Motorola's moto ai is designed to provide contextual support by sensing a user's surroundings and activities to anticipate their needs. This functionality is realised through features that store user preferences and predict actions, offering timely suggestions to enhance the user experience. In addition, moto ai supports natural language processing, whether engaged locally or through cloud-based services, thereby allowing users to interact with the device more fluidly.

Key features of moto ai include "Catch Me Up", which provides a tailored summary of important messages for users returning to their devices after some time away. This enables users to stay informed without having to sift through notifications. Another prominent feature, "Pay Attention", automates the note-taking process during meetings or conversations, as users can simply activate the recording function and let moto ai capture and summarise key points for later reference. Additionally, "Remember This" acts as a digital companion, capturing important moments and enriching them with contextual information, making it easier for users to revisit significant details when necessary.

Motorola has also streamlined its user experience with a redesigned app tray that offers quick access to essential applications and tools. The app tray now features separate tabs for Apps, News, and Journal, allowing users to efficiently find information while simplifying the search process. Moreover, a floating prompt enhances accessibility, enabling users to search for contacts, settings, web results, and more, all in one convenient location.

Commenting on the initiative, Mr. T.M. Narasimhan, Managing Director of Motorola India, stated, "At Motorola, innovation and customer-centricity are at the core of everything we do. With the launch of the moto ai beta program for our razr 50 series and Motorola edge 50 Ultra, we are proud to enable even more advanced artificial intelligence on our flagship devices in India. This program empowers users to experience and shape the future of our AI-driven features, ensuring seamless performance, enhanced personalization, and smarter functionality. We are confident that our AI solutions stand out in the market and will enable us to drive consumer delight."

Users interested in participating in the open beta programme can look out for notifications on their devices or visit Motorola's official website for registration details and further information. This latest move underscores Motorola's commitment to leveraging artificial intelligence to enhance the smartphone experience, driving innovation across the mobile telecommunications landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://9to5google.com/2024/11/27/motorola-moto-ai-features-beta-launch/> - Corroborates the launch of Moto AI features in beta on select Motorola devices and describes the 'Catch Me Up', 'Pay Attention', and 'Remember This' features.
* <https://www.digitaltrends.com/mobile/new-ai-features-now-available-for-select-motorola-phones/> - Details the Moto AI beta program, including the eligible devices and the functionality of the 'Catch Me Up', 'Pay Attention', and 'Remember This' features.
* <https://www.androidcentral.com/apps-software/moto-ai-open-beta-program> - Explains the Moto AI features, including notification summaries, recording and transcription, and memory recall, and mentions the open beta program for select devices.
* <https://www.tomsguide.com/phones/motorola-phones/ai-comes-to-motorola-razr-phones-as-motorola-launches-beta-program> - Describes the launch of the Moto AI beta program for Razr and Edge 50 Ultra devices, highlighting the new AI features and the redesigned search bar.
* <https://motorolanews.com/motorola-announces-open-beta-program-for-advanced-moto-ai-features/> - Provides details on the Moto AI open beta program, the features it includes, and how it enhances user interaction with the device.
* <https://9to5google.com/2024/11/27/motorola-moto-ai-features-beta-launch/> - Corroborates Motorola's historical use of AI to improve image quality, battery performance, and display capabilities, and the evolution towards richer interactions.
* <https://www.digitaltrends.com/mobile/new-ai-features-now-available-for-select-motorola-phones/> - Explains how Moto AI addresses common pain points such as information overload and difficulties in retrieving saved information.
* <https://www.androidcentral.com/apps-software/moto-ai-open-beta-program> - Details the centralization of the user experience through Moto AI and its ability to simplify daily interactions.
* <https://motorolanews.com/motorola-announces-open-beta-program-for-advanced-moto-ai-features/> - Describes the intelligent photography capabilities and the ability to create custom visuals and artwork with Moto AI.
* <https://www.tomsguide.com/phones/motorola-phones/ai-comes-to-motorola-razr-phones-as-motorola-launches-beta-program> - Corroborates the use of natural language processing in Moto AI for more fluid user interaction.
* <https://motorolanews.com/motorola-announces-open-beta-program-for-advanced-moto-ai-features/> - Details the redesigned app tray with separate tabs for Apps, News, and Journal, and the enhanced search functionality.
* <https://www.passionateinmarketing.com/motorola-announces-open-beta-program-for-advanced-moto-ai-features-on-its-razr-50-series-and-edge-50-ultra/> - Please view link - unable to able to access data