

# Meet Ara, the modular phone.

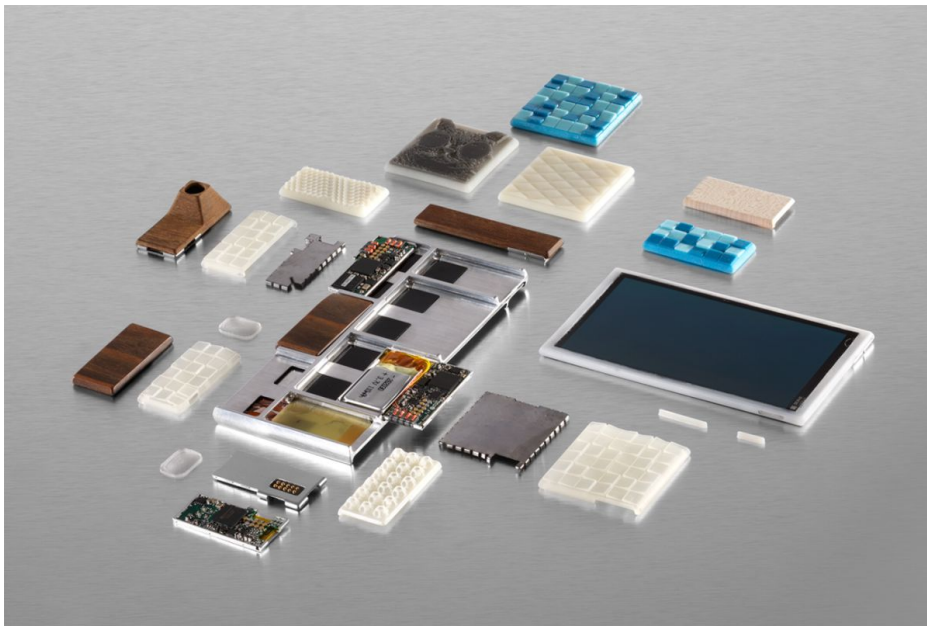
Developer Edition Shipping Fall 2016





- Project Ara is the codename for an initiative that aims to develop an open hardware platform for creating highly modular smartphones.

- It would allow users to swap out malfunctioning modules or upgrade individual modules as innovations emerge, providing longer lifetime cycles for the handset, and potentially reducing electronic waste



- The project was originally headed by the Advanced Technology and Projects team within Motorola Mobility while it was a subsidiary of Google

- Separate the module from the body by using the voice command «Ok, Google, eject the camera». It's nice that the replacement module does not imply the need to turn off or reboot your smartphone.



- Google plans that output modules will connect other manufacturers.



- Project Ara Developers will be available in autumn 2016. In a mass sale of modular smartphone will be available in 2017.





