



AGILITE

Developing the digital and entrepreneurial competences
of VET trainers to support agile entrepreneurship training



www





AGILite

- Martin Cooper
- Worldwide
- 1970s
- Freedom to talk on the phone away from your car

Inventor of cell
phone: We knew
someday
everybody would
have one

The initiative

In 1973, Martin Cooper changed the world, although he didn't know it yet. Cooper and his team at Motorola, the communications company, created maybe the only thing that runs the lives of business professionals and teenagers alike -- the cell phone. It was the size of a brick and wasn't commercially sold for another decade. But as Cooper demonstrated on a New York sidewalk, it worked. The concept of cellular technology had already been created by Motorola's rival, AT&T, whose Bell Labs introduced a system allowing calls to be moved from one cell to another while remaining on the same channel. But AT&T was focusing this technology on the car phone. Cooper wanted people to have freedom to talk on the phone away from their cars. So, in reaction, he and Motorola embarked on a project to create a more portable device.

Time frame

1973 – 1983

Areas of Focus

Innovation, creativity, problem solving.

People Behind the Case Study

CNN

THE JOURNEY

Finance

Motorola

Outcomes to date

Motorola spent three months building a prototype for a portable, mobile handset that Cooper publicly demonstrated in April of 1973. The company's first commercial cellular phone, the "DynaTAC," went on sale 10 years later. Cooper, now 81, is founder of ArrayComm, a company working to improve cellular networks, smart antenna, and wireless communication. He and his wife are also inventors of the Jitterbug, a simplified cell phone geared to senior citizens.

Origins

USA

Why it's relevant to AGILITE

Martin Cooper and Motorola used a lot of creativity when they came up with the portable mobile phone. They came up with an idea that later become extremely good business later on.

REFLECTION & DISCUSSION POINTS

Think about a creative idea you have had.

- What path did you take to come up with this idea?
- What alternatives did you consider earlier on?
- How did your final work change from the initial intentions?

MORE INFORMATION

Website:

<http://edition.cnn.com/2010/TECH/mobile/07/09/cooper.cell.phone.inventor/index.html>

Contacts:

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Co-funded by the
Erasmus+ Programme
of the European Union

"The European Commission's support of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission can not be held responsible for any use which may be made of the information therein." Project Number: 2020-1-IE01-KA226-VET-082937