

First Portable Cell Phone Call

PDC Review, Round 2

PDC Hearing Date
March 20, 2023

Results of Initial PDC Hearing: February 13, 2023

PDC Commissioners Voted to Table the Application Review
pending receipt of the following changes:

- The team provide context on existing markers, including how they are telling the story about New York City's history, including technological innovations, and social and cultural events of new York City;
- The message of the marker be refined to clarify what it is commemorating, including re-evaluating the inclusion of the creator, the team, and/or the company;
- The graphic, typography, spacing, and how the date is incorporated in the text is re-studied; and
- The location or narrative of the location of the plaque be re-studied to separate the marker from current technologies, which may not be related to the message of the marker.

These points were covered in the previous version of the presentation submitted on March 3, 2023.

Tribute Sidewalk Plaques In New York City



Fashion
Walk
7th Avenue



Apollo Theater
W 125th St

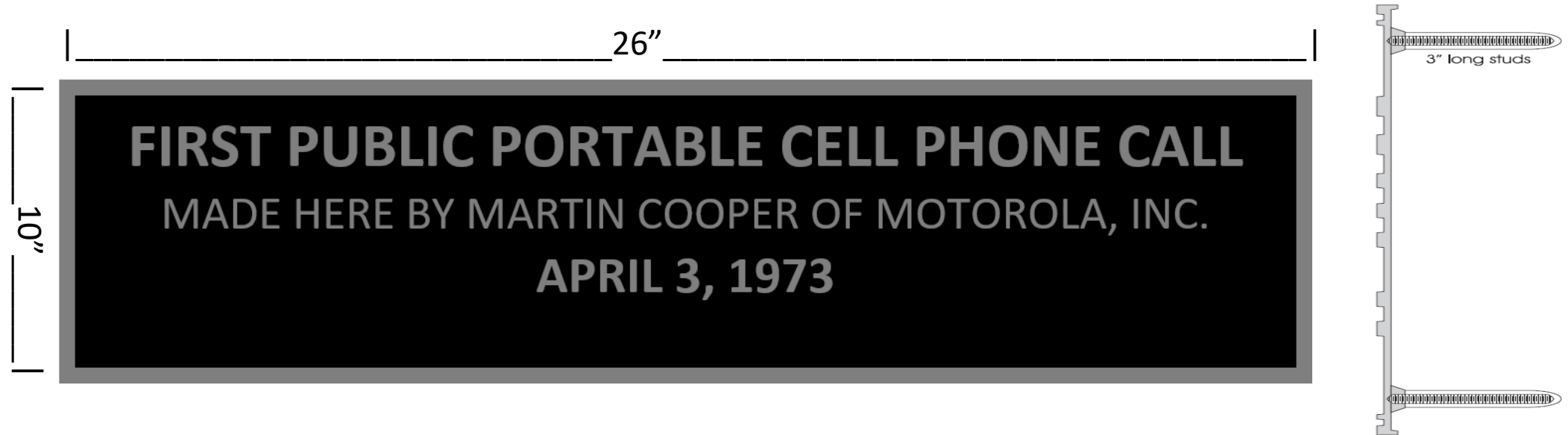


Broadway &
Maiden Lane



Lower Broadway

Original Reviewed Marker



Revised Marker #2

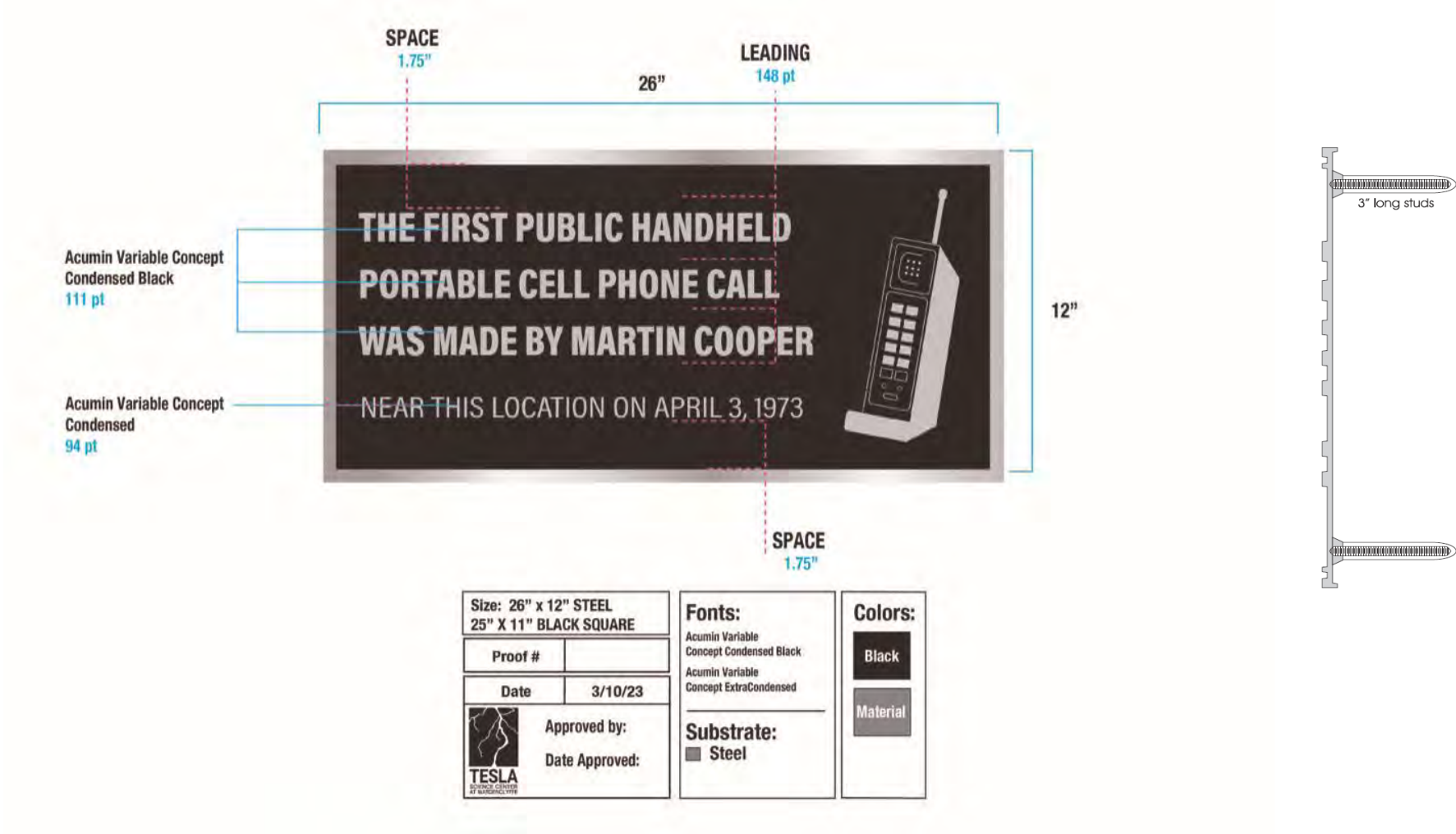
MARTIN COOPER
MADE THE FIRST PORTABLE CELL PHONE CALL
NEAR THIS LOCATION ON APRIL 3, 1973

NEW ERA OF HUMAN COMMUNICATION

Possible Revisions Marker #3.1



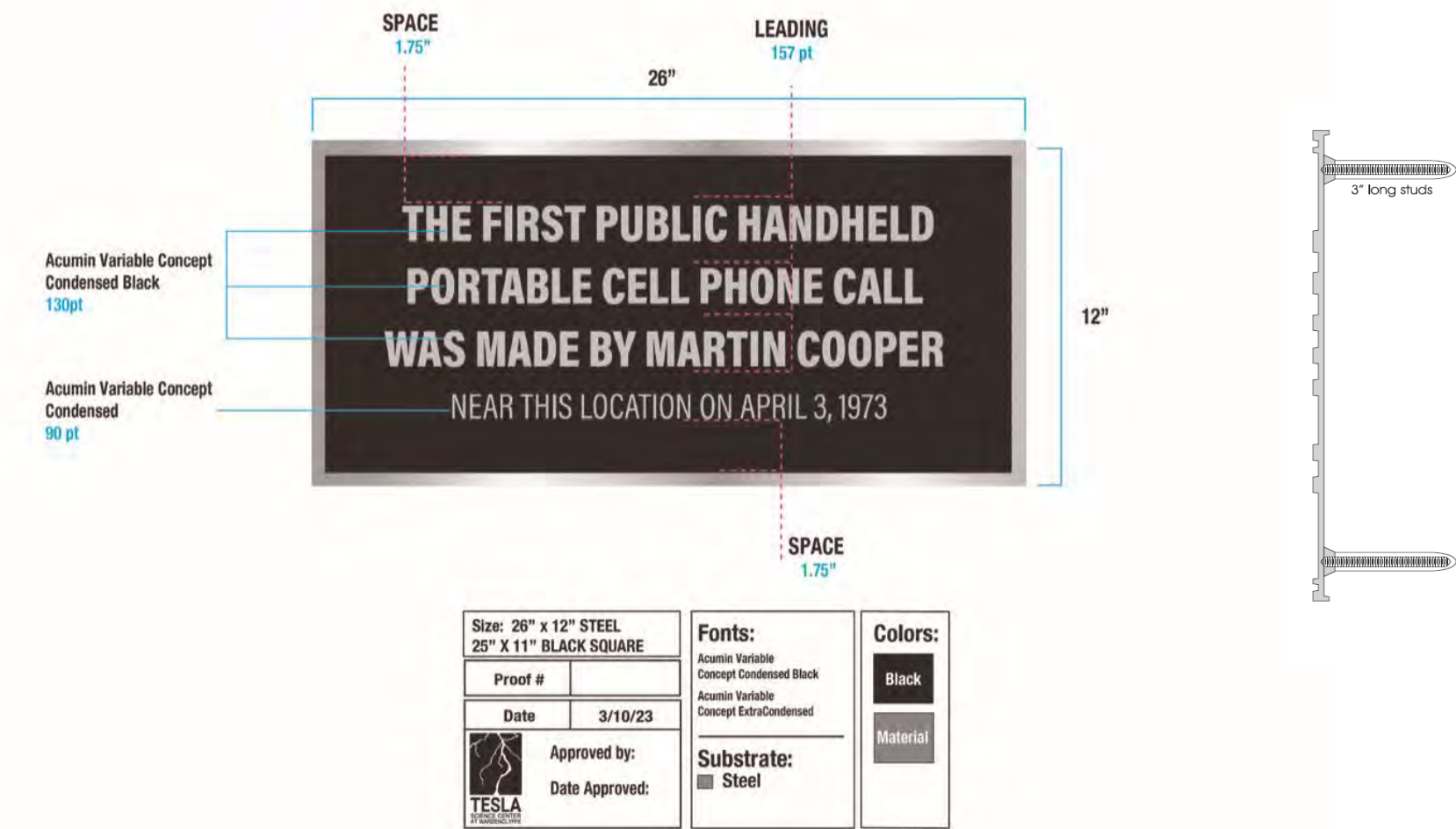
Marker Design Details 3.1



Possible Revisions Marker #3.2



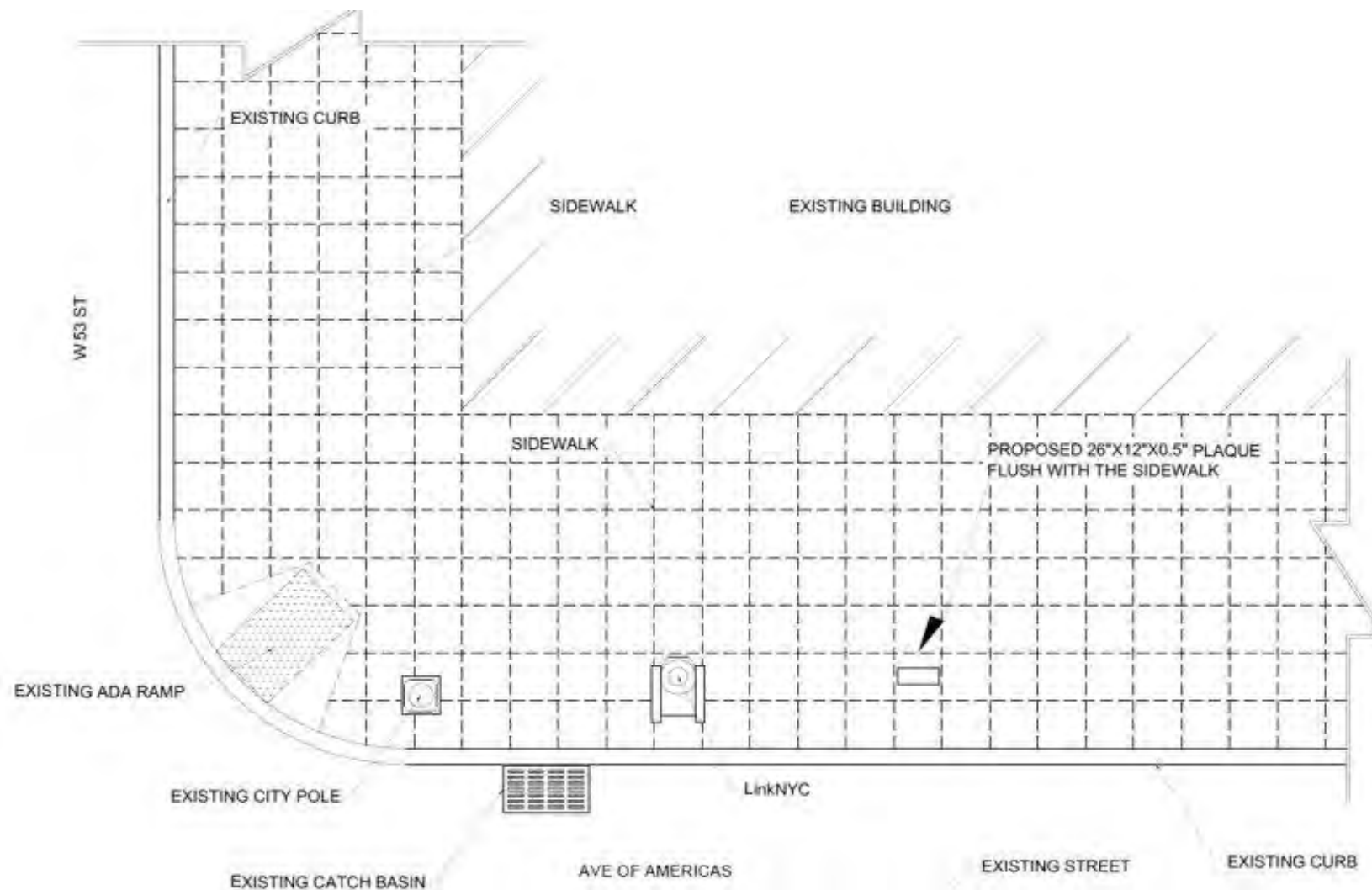
Marker Design Details 3.2



New Proposed Site Photo



Existing Plan View With New Proposed Plaque Location



Appendix

History Of The First Portable Cell Phone Call



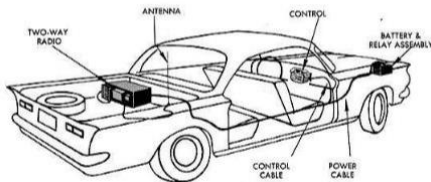
New York, April 3, 1973- Marty Cooper, working for Motorola Inc., places the first portable public cell phone call from the DYNA T-ACTM--in front of the New York Press Corp at the NYC Hilton Midtown.

Interpersonal Communication changed forever that day...

Why The First Portable Cell Phone Call Has Changed The World



- AT&T, Motorola's much bigger rival, asked the FCC for a monopoly on cellular communications, not because it had a vision of phones in our pockets, but to expand its car phone business.
- “People had been wired to their desks and their kitchens for over 100 years, and now they're gonna wire us to our cars, where we spend five percent of our time.” Motorola wanted to prove that opening up the airwaves to competition would spur more innovation.
- The first mobile phones required so much power only car batteries could supply this. Thus, there were no truly portable phones but only car phones.
- “I have a real problem. My officers have to constantly be in communications, the only way they can talk is to be in their cars and yet the people they were protecting were walking on the streets. How can I have my officers connected and still in mingling with the people.” Superintendent of Police



Why The First Portable Cell Phone Call Has Changed The World

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The Motorola Mission of the First Call:

- The idea was to convince the FCC to open the cellular airwaves to competition—to prove that competition leads to innovation. And above all, *not* to give AT&T an exclusive on this new tech.
- When the FCC finally made their decision, they actually allowed half of the telephones to be built by the Bell system. And this other half to be done by independent operators.

Cooper, left, showing FCC commissioner Benjamin Hooks the first cell phone, the DynaTAC, in 1973. "There was unanimity within Motorola regarding AT&T: they could not be allowed to extend their monopoly [...] We had to beat them; we had to beat the monopoly."

Innovation Enabled By The Portable Cell Phone

Education

Travel

Social Networking

Healthcare

Security



Location Services

Text Messaging

In Phone Camera

Smart Home Control

“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.” (CNN)

Who Is Martin Cooper

Martin Cooper, byname **Marty Cooper**, (born December 26, 1928, Chicago, Illinois, U.S.), is widely regarded as the father of the cellular phone.

- Graduated from Illinois Institute of Technology – 1950
- U.S. Navy – Served during the Korean War
- Teletype Corporation
- Motorola - 1954
- Master's Electrical Engineering from IIT – 1957

Career Milestones:

- First radio-controlled traffic-light system, which he patented in 1960
- First handheld police radios, which were introduced in 1967
- ***First Portable Cell Phone in 1973***
- VP and director of research and development at Motorola -1978–83
- Founder, CBSI – 1983
- Co-Founder, Dyna, LLC – 1986
- Founder, ArrayComm – 1996
- Founder, GreatCall - 2006



Why Martin Cooper & Motorola Deserve This Honor



- “There wouldn't be Uber or Lyft or Google Maps or FaceTime or Instagram or Tinder or Snapchat or TikTok or iPhones or Android phones if someone hadn't invented the cellphone. Fortunately, somebody did.” *Michelle Kessel of CBS News* [Watch the story on CBS News](#)



- “What makes Marty unique is his rare combination of technical knowledge, engineering skill, and marketing vision,” said Henry Samueli, last year's Marconi Prize recipient. “His revolutionary invention of the mobile phone created a remarkable industry which today *impacts virtually every person on the planet*. It is very fitting that he is receiving the Marconi Prize.”

Why Martin Cooper & Motorola Deserve This Honor



- “Today, what Marty foresaw seems pretty elementary,” says Vint Cerf, vice chairman of the Marconi Society and himself a Marconi Prize winner. “But the idea of making telecommunications ‘person-centric’ instead of tied to a particular place—a car, home or telephone booth *caused a tectonic shift in the industry.*” Vint Cerf’s awards include the U.S. National Medal of Technology, awarded by President Bill Clinton in 1997 for their instrumental role in developing the internet.



- As Federal Communications Commissioner Robert McDowell packs up his office after seven years anchoring the right side of the agency’s lineup, he hesitates over a photograph. “That’s the most important man you’ve never heard of,” he told a reporter as he picked up the picture of a white-haired man with a weather-beaten face standing next to the perennially dapper Republican commissioner. “It’s Martin Cooper,” he says. “The inventor of the cellphone.”

Celebrate The Call

The requested plaque installation will serve as a historical marker for a major milestone in New York City history. This historical marker will commemorate the location of the world's first personal portable cell phone call placed by Martin Cooper on April 3, 1973.



A DynaTAC 8000X;
the first commercially
available mobile
phone



Martin Cooper – Awards Received

1984 – IEEE Centennial Medal and Fellow

1995 – Wharton Infosys Business Transformation Award

1996 – Radio Club of America Fred Link Award and Life Fellow with the International Engineering Consortium

2000 – "Red Herring" Magazine Top Ten Entrepreneurs of 2000

2000 – RCR Wireless News Hall of Fame Inaugural Member

2002 – American Computer Museum George Stibitz Computer and Communications Pioneer Award

2002 – Wireless Systems Design Industry Leader Award

2006 – CITA Emerging Technologies Award

2007 – Wireless World Research Forum Fellow

2007 – Global Spec Great Moments Engineering Award

2008 – CE Consumer Electronics Hall of Fame Award

Martin Cooper – Awards Received

2008 – Wireless History Foundation, Top U.S. Wireless Innovators of All Time.

2009 – Prince of Asturias Award for scientific and technical research.

2009 – Life Trustee, Illinois Institute of Technology

2010 – Radio Club of America, Lifetime Achievement Award

October 2010 – Member, National Academy of Engineering

2011 – Inaugural Mikhail Gorbachev: The Man Who Changed the World Awards
Nominee

2011 – Webby Award for Lifetime Achievement

2012 – Washington Society of Engineers, Washington Award

2013 – Charles Stark Draper Prize, National Academy of Engineering

2013 – Marconi Prize

2013 – Honorary Doctorate awarded by the students and the rector of Hasselt
University on the occasion of the University's 40th anniversary

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