

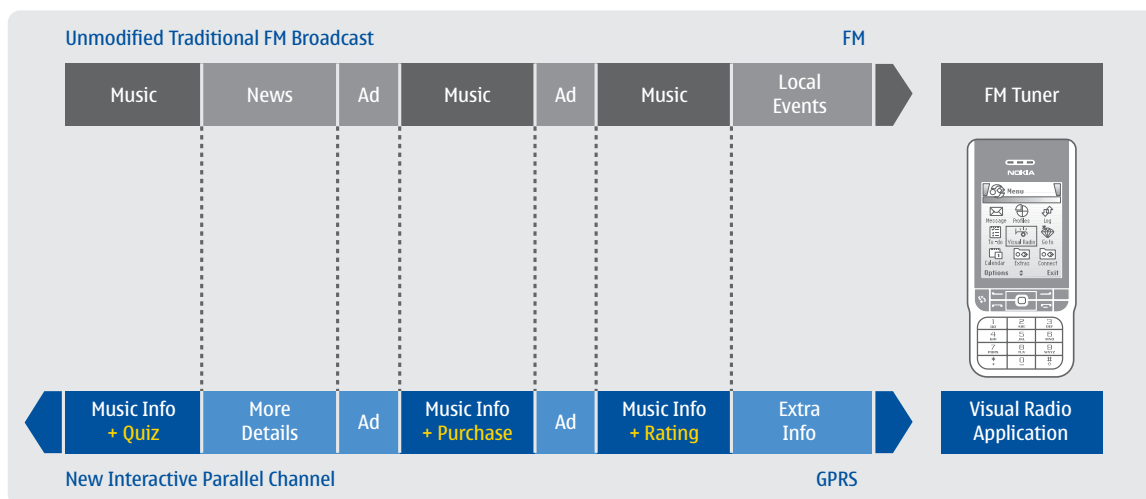
Visual Radio

What is Visual Radio?

Visual Radio redefines the mobile FM radio experience not just for listeners but also for radio stations, advertisers and operators. Never again will people have to wonder who is playing what on the radio. With Visual Radio, images and text are synchronized with the radio broadcast to bring information and interactivity directly to your mobile phone. Visual Radio offers greater access to factual content, participation in audience polls and even the facility to make purchases, all on your mobile phone.

How Visual Radio works

Visual Radio works by allowing broadcasters to create and publish interactive visual content to accompany and complement their existing FM broadcasts. Consumers with a Visual Radio-enabled handset can then listen to their favorite radio station via the FM receiver in the phone, while viewing, reacting and interacting with the visual channel delivered over the GPRS mobile network.



A new parallel channel: Visual Radio provides parallel interactive visual content to accompany and complement traditional FM broadcast

Handset

To enjoy Visual Radio, you need a Visual Radio-enabled handset. The Nokia 7700 was launched in October 2003 to pilot Visual Radio services. Nokia launched on November 2, 2004 the first Visual Radio enabled handsets, the Nokia 7710 and Nokia 3230. Altogether, in 2005 Nokia will have several Visual Radio enabled devices on the market. Nokia intends to make Visual Radio available to other handset manufacturers.

Benefits for listeners

FM radios are already one of the most popular features on mobile handsets. Visual Radio provides a richly interactive information channel to dramatically enhance the FM broadcast experience, wherever they are at the time. In addition, Visual Radio provides value-added services and real-time interactivity. Listeners can:

- See information on the song and artist currently playing on the radio – whether it be a pop song, rock hit or classical recording
- Find out future tour dates of the artist currently playing
- Watch relevant graphics to accompany news broadcasts
- See a weather map during the weather broadcast
- Access news, weather and traffic alerts while songs are playing
- Listen in to a talk show and see what has been discussed so far
- Join in audience votes: for example the most popular song of the day
- Participate in listener competitions
- Buy the ring tone of the song currently playing and download to their device there and then.

At all times the listener has the choice to turn Visual Radio off and still use the FM radio receiver.

Benefits for the industry

Radio stations

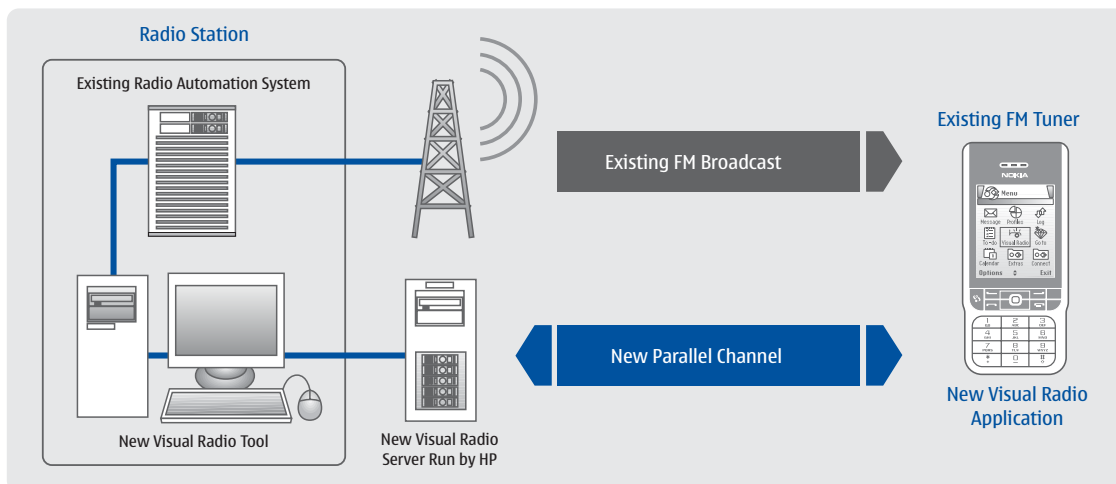
- Visual Radio interactivity transforms passive listeners into active community members
- Visual Radio allows radio stations to offer new value to both listeners and advertisers
- Arranging real-time polls, votes, quizzes and other competitions is quick and easy
- Enhanced revenue opportunities through the sale of digital content and services
- The Visual element strengthens the radio station identity in the minds of listeners and increase brand value
- A richer medium enables new advertising revenues.

Advertisers

- Visual Radio is a new, enriched, two-way medium for communicating marketing messages
- Easy interactivity leads to high participation and enables successful direct response campaigns
- Ads that offer concrete value – e.g. a discount coupon – are received much more readily than just informational or emotional ones
- Visual Radio interactivity offers great opportunities for deeper customer relationship management
- The measurability of Visual Radio ads is greatly enhanced compared to ordinary radio ads.

Mobile operators

- Visual Radio monetizes the FM radio handset and introduces a simple, attractive, and profitable new data service revenue stream
- New digital content and service sales increase ARPU
- Has the potential to significantly increase GPRS adoption
- Offering innovative mobile media services increases brand value.



Visual Radio System Structure

The key Visual Radio players

Nokia invented Visual Radio and is developing the complete end-to-end Visual Radio solution together with the handsets on which the service will be available.

HP will market, sell and provide the Visual Radio solution to operators and radio stations globally and offer support.

In addition, mobile operators and radio stations will be crucial in bringing Visual Radio to consumers and developing the content necessary to make it a success.

The Finnish Kiss FM is the first radio station in the world enabling Visual Radio. The first operator to offer Visual Radio is TeliaSonera Finland. Virgin Radio (UK) also recently signed an agreement to become Visual Radio-enabled.

For more info go to www.visualradio.com