

New, Smarter Mobility

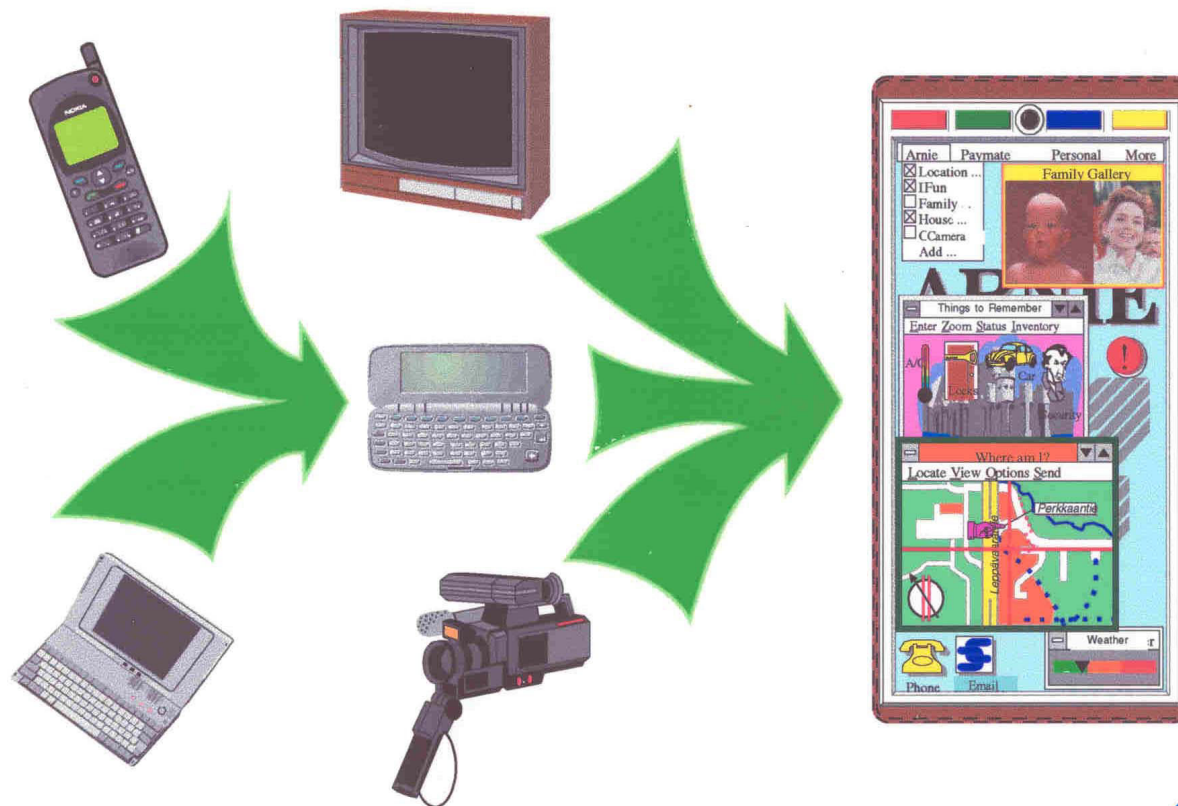
Anssi Vanjoki
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Multimedia Business Group
Nokia

Smart Moves

Nokia vision in 1995 – pocket terminal 2002



Taskutermiinaali 2002



MOBILE PHONES

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A phone or an imaging device?



Over 200 million camera phones sold in 2004
– Fastest growing segment: imaging smartphones



Smartphones

Smart Moves

NOKIA

Nokia smartphones come in all forms and functions



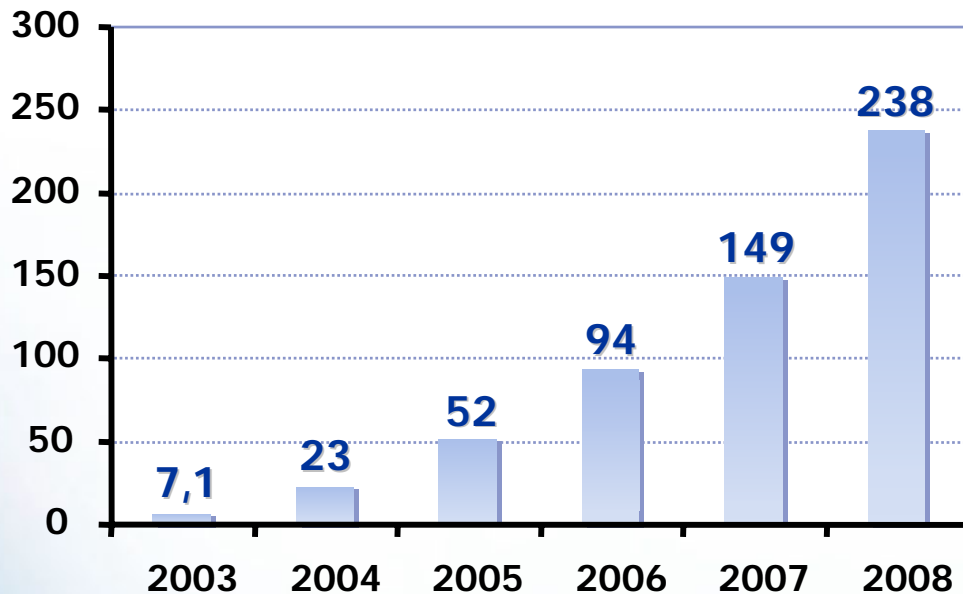
Nokia has sold over 15 million Series 60 devices



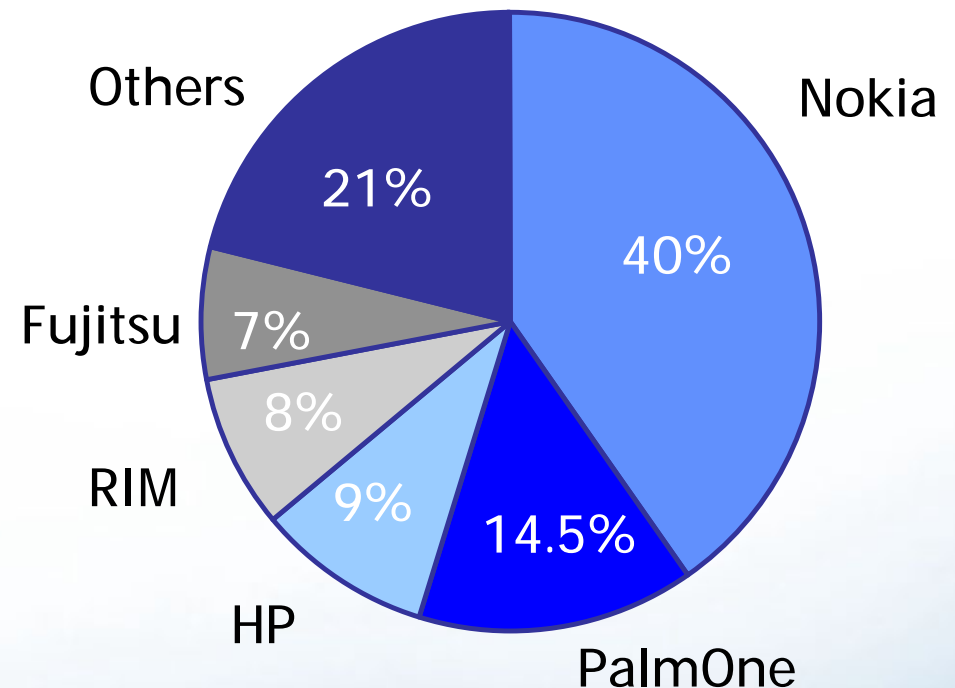
Growing Sales for Smartphones



Smartphone market, 2003-2008
Units millions



Handheld and converged device*
market shares, Q3/2004
Percent



* Handheld devices are pocket-sized, either pen or keypad-centric, and are capable of synchronizing with desktop or laptop computers. Converged mobile devices are either voice or data centric and are capable of synchronizing with server, desktop, or laptop computers

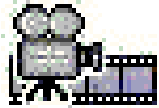
Source: Ovum; Canalys

Smartphone defined – connected computer power

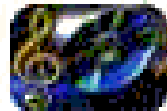
Multimedia



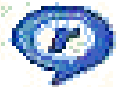
Web



Movie



UltraMP3



RealPlayer



Camera



Recorder

Applications



Lifeblog



Memory



Video Edi...



Print

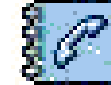
symbian
OS



Personal productivity



Calendar



Contacts



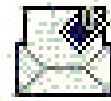
To-do



Dev. mgr.



Quickword



Messaging

Connectivity



Positioning



Bluetooth



Sync



USB



Richer visual experience



More colors



262 000 colors

Several models with 262k color

More pixels



Megapixel camera

Over 20 models with Mega pixel in 2005

Higher resolution

August							
	Mo	Tu	We	Th	Fr	Sa	Su
31	29	30	31	1	2	3	4
32	5	6	7	8	9	10	11
33	12	13	14	15	16	17	18
34	19	20	21	22	23	24	25
35	26	27	28	29	30	31	1
36	2	3	4	5	6	7	8

352 x 416

Several models with higher resolution

Over 20 models with mega pixel camera in 2005

How do we use the devices

- Nokia smartphones

One hand



Pointer input



Full keyboard



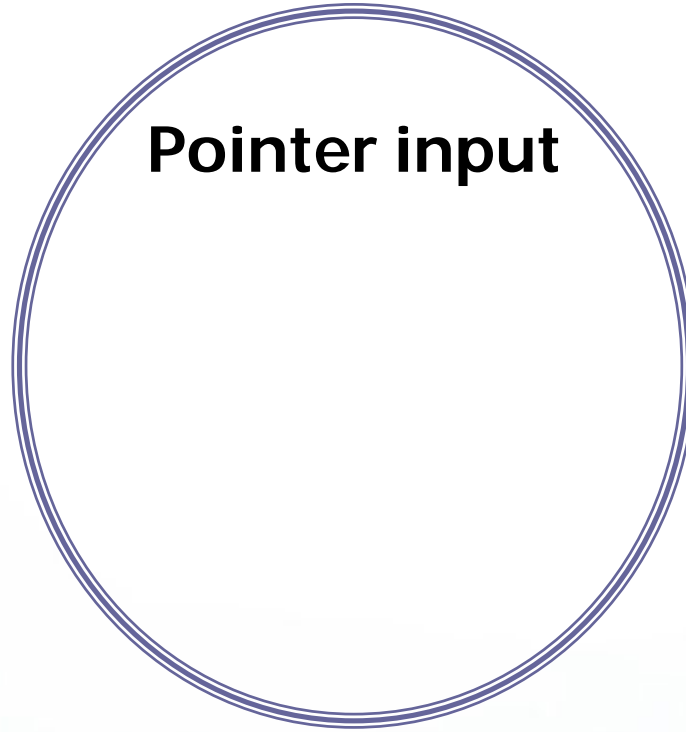
How do we use the devices

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Full keyboard



Introducing today....



The Nokia 7710

The widescreen multimedia smartphone

Wide screen enables best mobile browsing experience



Nokia 7710 – Wide screen Multimedia smartphone with pen input

Multimedia

- Full HTML browsing
- Megapixel camera & 2x zoom
- Video streaming
- MP3 music player with stereo
- FM Radio & Visual Radio

Available: Q1 2005

Personal productivity

- PIM (calendar, contacts, to-do)
- PC synchronization
- MS office compatible applications
- VPN e-mail with attachments
- Up to 90 MB user memory & 128 MB inbox MMC
- Conference call with 5 participants



Introducing today...



The Nokia 3230
Get together,
do whatever

Nokia 3230 – Get together, do whatever



See, surf and stay informed – know it before you're told

- Symbian Series 60 platform
- 1.3 megapixel camera
- Video editing with MuVee
- 65 000 color display
- HTML browser for real web browsing
- Push to talk with dedicated key
- Games, music, messaging

Target users:

- 19-25 years
- Young urban minded
- Mostly male
- Innovators



Available: Q1 2005

Introducing today...



The Nokia 6020 – Simply Essential

Nokia 6020 – Simply essential



Key features

- EDGE triband
- Still and video camera
- Video streaming
- Email
- Push to talk

Technical details

- Size 73cc
- Weight 88 grams
- Talk time 3 hours
- Standby time 350 hours



Available: Q1 2005

The Nokia 6630 is commercially available



- Nokia 6630 Imaging smartphone – available to consumers in virtually all 3G markets by the end of 2004
- Balanced product for broad user base
 - High quality imaging
 - Business productivity
 - Entertainment on-the-go
- In 2005 Nokia will bring a broad range of 3G smart multimedia devices to the market



Nokia 6630 - Volume deliveries have started

Nokia Lifeblog provides the richest mobile sharing experience



Nokia Lifeblog is a PC and mobile phone software combination that effortlessly keeps a multimedia diary of the items you collect with your mobile phone.

- 1.5 version of Lifeblog to enable personal mobile multimedia blogging
- Nokia Lifeblog 1.5 enables easy online sharing from the mobile phone, as well as from the PC
- Compatible with Nokia 6770 and future Series 60 smartphones

Available: early 2005





Visual Radio

Smart Moves



Visual Radio – new excitement to traditional FM radio

- Trials in **Helsinki, London and Singapore**
- First devices : The Nokia 7710 and the Nokia 3230
- First operators and broadcasters on board
- HP is Nokia's key partner in bringing Visual Radio to market



TeliaSonera

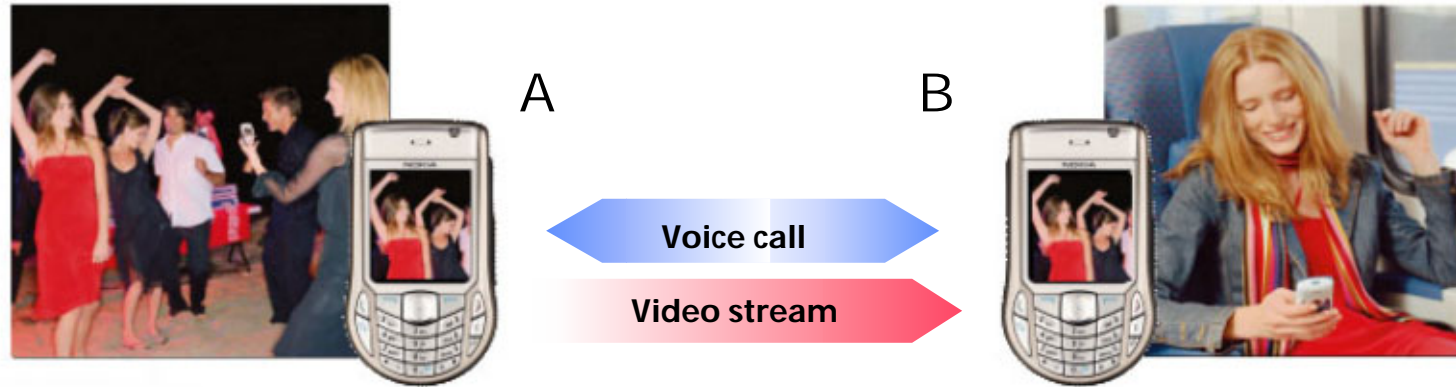




Video sharing

Smart Moves

Video Sharing - next step in mobile video services



- Video sharing is a key differentiating 3G feature
- Enriching your voice call by sharing live video or video clip
- Based on open standards
- New revenue opportunity for mobile operators
- Enables convergence with PC clients to increase potential user base

The Party

Using video to share the moment, whilst in a CS-voice call



Mobile Video services

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Mobile applications – TV is the next step



Video streaming

Mobile TV

Media charger

Video to-go



Mobile applications – TV is the next step



Video streaming

- Real time TV
- Sports highlights
- News summaries
- Over GPRS, EDGE, WCDMA

Commercially available
today



* Nokia and Major League Baseball video services in the U.S.

Mobile applications – TV is the next step



Mobile TV

- High quality TV content to mobile devices
- **Several Pilots** with broadcasters, media & mobile operators
- Digital TV networks with IP Datacast over DVB-H

Commercially available
in 2006



Nokia to bring a Series 60 based smart device to market with integrated DVB-H feature in 2006

Mobile applications – TV is the next step



Media Charger

- Unique client/server solution rich media content distribution
- Utilities existing mobile networks
- Content delivered at low network usage times, e.g. during the night

Solution commercially available today



Mobile applications – TV is the next step



Video to-go

- Content saved on memory card
- Consumed in off-line mode
- Requires high capacity memory
 - Gigabyte memory cards
 - Hard disk memory

Commercially available 2005-2006



Summary

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NOKIA

New mobility - rich Visual experience



Entertainment & productivity on-the-go



Thank You!

Smart Moves