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## **Nokia Lifeblog provides the richest mobile sharing experience**

### **Evolved version of Lifeblog to enable personal mobile multimedia blogging**

Nokia Lifeblog is a mobile phone and PC application that keeps an organized multimedia diary of the items collected with your mobile phone. Today at the Nokia Mobility Conference in Monaco, Nokia introduced version 1.5 of Nokia Lifeblog as a smooth evolution from Nokia Lifeblog 1.0. In addition to new mobile and PC related features, Nokia Lifeblog 1.5 will enable personal mobile multimedia blogging.

Nokia Lifeblog automatically organizes your photos, videos, text messages, and multimedia messages into a chronology you can easily browse, search, and share. The new Nokia Lifeblog 1.5 enables easy online sharing from the mobile phone, as well as from the PC. All that a Lifeblogger need is a weblog account from a Nokia Lifeblog compatible provider, such as Six Apart's TypePad service.

"Nokia Lifeblog drives the creation and further usage of digital content by offering the best environment to enjoy and share personal digital content. Online sharing is evolving, and with Lifeblog 1.5, Nokia provides the richest experience in mobile sharing," said Christian Lindholm, Director, Multimedia Applications, Nokia Ventures Organization. "Mobile blogging from Nokia Lifeblog on the phone allows you to share your whole life, not just images, from practically anywhere."

Blogging has gained tremendous momentum on the Internet, enabling millions to share their lives and thoughts with others. Blogging is all about communication – we are interested in other people's lives, but at the same time we want to share our own experiences and thoughts with the others. Having a multimedia diary of your life, is a unique starting point for sharing the items that make up your life memories.

Nokia Lifeblog 1.5 utilizes Atom, an open mobile publication standard, which Nokia is contributing to by working together with Six Apart, a shaper in the blog community. With Atom, other blogging service providers and operators can quickly and easily support the Nokia Lifeblog 1.5 for their blogging customers as well.

In addition to the new blogging capability, Nokia Lifeblog 1.5 comes with some usability additions. The ability to back-up to CD or DVD, a full screen item view, and enhanced sharing on the mobile, makes it more enjoyable to browse, search, and share your life memories in Nokia Lifeblog.

Nokia Lifeblog 1.5 will be compatible with the Nokia 6670 phone, and later on with other selected Nokia Series 60 phones. Nokia Lifeblog 1.5 will be available in 15 languages. The latest languages include Czech, Danish, Dutch, Greek, Hungarian, Norwegian, Polish and Swedish. Nokia Lifeblog 1.5 will be available on the Nokia Lifeblog website at [www.nokia.com/lifeblog](http://www.nokia.com/lifeblog) in early 2005.

### **About Nokia**

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

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**Editors Note:**

Additional information for Nokia Lifeblog can be found from [www.nokia.com/lifeblog](http://www.nokia.com/lifeblog).