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Nokia Media Charger enables high quality multimedia content distribution to mobile devices

Today at the Nokia Mobility Conference in Monaco, Nokia unveiled the Nokia Media Charger, a new client-server solution, which allows mobile operators to offer their mobile users a unique over-the-air method for receiving rich multimedia content for off-line consumption. Pre-selected services, such as videos, music and TV programs, are delivered to the subscribers' mobile devices reliably overnight to take advantage of low network utilization times. The content is distributed over existing cellular networks and stored in the device memory, giving consumers easy and immediate access to fresh content.

"Nokia Media Charger creates interesting business opportunities for mobile operators and content providers by offering a new channel for services. The subscribed content can be delivered to the mobile device during scheduled off-peak times. Combined with an intuitive user interface, this makes the latest multimedia content effortless for consumers to get," says Juha Salo, Venture Manager, Nokia Ventures Organization. "Consumers can enjoy instant access to a TV episode or video clip at the time and place convenient for them."

There are numerous examples of how the media charger can be used. News clips or the highlights of a football game can be delivered to a mobile phone on a regular basis, so that they are available to the consumer whenever they want. Cartoons, short films, documentaries and complementary content like 'behind the scenes' programs can also be offered to subscribers. Mobile phone users can watch the latest music videos, concert footage and weekly video charts on the mobile phone. The Nokia Media Charger can also be used to deliver songs and even complete albums to subscribers.

The Nokia Media Charger delivers the content automatically in the background and includes a download recovery function that makes delivery of the content reliable and transparent for the user. The solution is not tied to any specific access technology and uses existing cellular networks, for example, GPRS, EDGE and WCDMA.

The target customers of the Nokia Media Charger solution are mobile operators and mobile service providers who would install it within their service delivery platform. The solution comprises of the Media Charger server as well as client software for Nokia's series 60 phones. The Nokia Media Charger solution is commercially available in November 2004.

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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