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## **Nokia Unveils the world's first NFC product - Nokia NFC shell for Nokia 3220 phone**

### **Convenient consumer access to services with the Nokia 3220 phone and Nokia NFC shell simply by touching tags**

Today at the Nokia Mobility Conference in Monaco, Nokia announced the Nokia NFC (Near Field Communication) shell, the latest step in the development of innovative products for mobile communications. With the Nokia NFC shell on their phone, consumers will be able to easily access a variety of services and conveniently exchange information with a simple touch gesture utilizing NFC technology – a technology that emerged from the combination of contactless identification (RFID Radio Frequency Identification) and interconnection technologies.

The Nokia NFC shell offers consumers access to browsing, and text message services simply by touching tags that contain service shortcuts. Consumers are also able to give their favorite service shortcuts to other users by touching another NFC-compatible device with their phone. In addition, the Nokia NFC shell comes with tags that can be used for creating own personal service shortcuts.

“Touch-based interactions will improve the consumer experience of existing services and create new opportunities for users to benefit from their phones. This technology has the potential to significantly improve the way operators provide and users discover and activate different mobile services,” said Gerhard Romen, Head of Market Development at Nokia Ventures Organization. “By introducing the new Nokia NFC shell, Nokia clearly demonstrates strong commitment to offer users an intuitive wireless experience.”

The Nokia 3220 is a tri-band camera phone that is available in two versions: a GSM 900/1800/1900 primarily for the European and Asian markets, and a GSM 850/1800/1900 primarily for the Americas. The Nokia NFC shell is a functional cover developed for the Nokia 3220 phone. The Nokia NFC shell with four tags will be available during the first quarter of 2005 in Europe, and during the second quarter 2005 in the Americas and Asia.

#### **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.

#### **About Near Field Communication (NFC)**

NFC technology evolved from a combination of contactless identification (RFID) and interconnection technologies. NFC operates in the 13.56 MHz frequency range, over a distance of typically a few centimetres. NFC technology is standardized in ISO 18092, ISO 21481, ECMA (340, 352 and 356) and ETSI TS 102 190. NFC is also compatible to the broadly established contactless smart card infrastructure based on ISO 14443 A, i.e. Philips MIFARE® technology, as well as Sony's FeliCa card. [www.nfc-forum.org](http://www.nfc-forum.org).

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**Editors Note:**

Specifications of the Nokia NFC shell for Nokia 3220 can be found from [www.nokia.com/nfc](http://www.nokia.com/nfc). Images can be downloaded from [www.nokia.com/press](http://www.nokia.com/press).

