

November 2, 2004

## **TIM and Nokia to join forces to launch Video Sharing solution in Italy**

Telecom Italia Mobile, the leading mobile telecoms operator in Italy, running operations in Greece, Turkey and almost all over South America, and Nokia have announced that they will collaborate on launching Video Sharing service for TIM's customers in Italy. This cooperation will enable the two companies to deliver a best-in-class consumer experience for TIM's 3G customers, strengthening the two company's long-term technology collaboration.

Video Sharing is a new multimedia service that enriches 3G mobile users' communication by allowing them to share a live camera view or a video clip while speaking on their mobile. It provides the users with an instant way of adding a visual element into a phone conversation. Video Sharing is based on standardized 3GPP and IETF technologies. TIM will offer this service as a part of its set of "combinational services" that allow to share different content (text, music, photos and videos) while speaking on a mobile phone.

The possibility to share video in real-time is enabled by the IP Multimedia Subsystem (IMS) core network infrastructure, currently in use in TIM's network. In addition to Video Sharing, TIM and Nokia will furthermore extend their collaboration in the deployment of other services and applications such as content sharing, media push, IP voice messaging and push-to-talk, which are also made possible by the Nokia IP Multimedia Subsystem.

"As the leader in the Italian mobile communication market, we truly believe in the development of innovative, open solutions for combinational services like Video Sharing, that will help our customers enrich their everyday communication," says, Mauro Sentinelli, TIM's Managing Director. "Our solid and productive collaboration with companies like Nokia plays a fundamental role in the implementation of our multimedia services."

"Video Sharing will greatly enhance the consumer experience in 3G by offering a possibility to add a visual element into a phone call. At the same time, it provides new revenue opportunities for operators introducing 3G," says Pertti Korhonen, Senior Vice President and Chief Technical Officer of Nokia. "We believe that the collaboration with TIM will help us to speed up the take-off of Video Sharing, and offers valuable experience to facilitate the adoption of this innovative service in other markets around the world."

Nokia will make the Video Sharing technical description available to other vendors in order to promote the interoperability of mobile applications.

### **About TIM**

TIM (Telecom Italia Mobile), listed on the Milan stock exchange, is the leading Italian mobile operator with 26 million lines in the domestic market (as of June 30, 2004). With its subsidiaries and associate companies in the Mediterranean basin and in South America, it has reached a total of 49.6 million lines (as of June 30, 2004). In the framework of a competitive scenario noteworthy for its high penetration rate in the domestic market and characterised by a rapid technological development, TIM's attention to innovation confirms its leadership in the telecommunications industry. In the course of 2003 TIM together with Orange, Telefonica Moviles and T-Mobile, set up the FreeMove alliance, which addresses over 170 million customers in 20 European countries. Additional information on TIM can be found on [www.tim.it](http://www.tim.it)

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**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. [www.nokia.com](http://www.nokia.com)

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