The Third Generation of Mobile Phones

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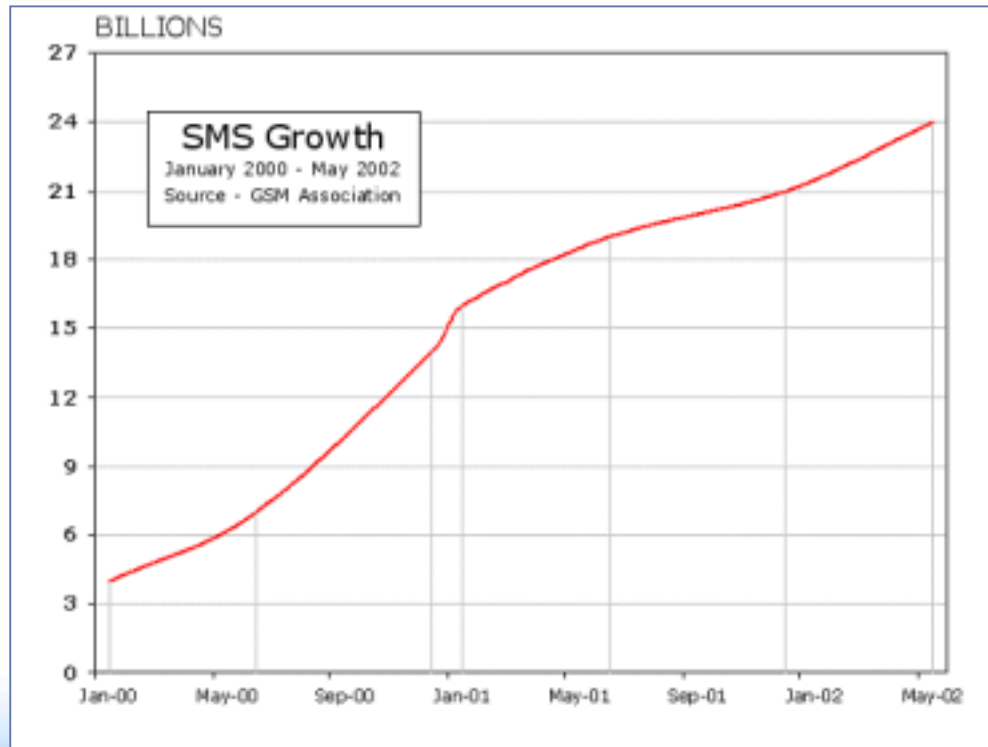
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The mobility phenomenon
– the first decade

- The first ten years of a consumer good
  - Digitalization unleashed the revolution

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The wake of value added services

- The birth of SMS – a wonderful coincidence!

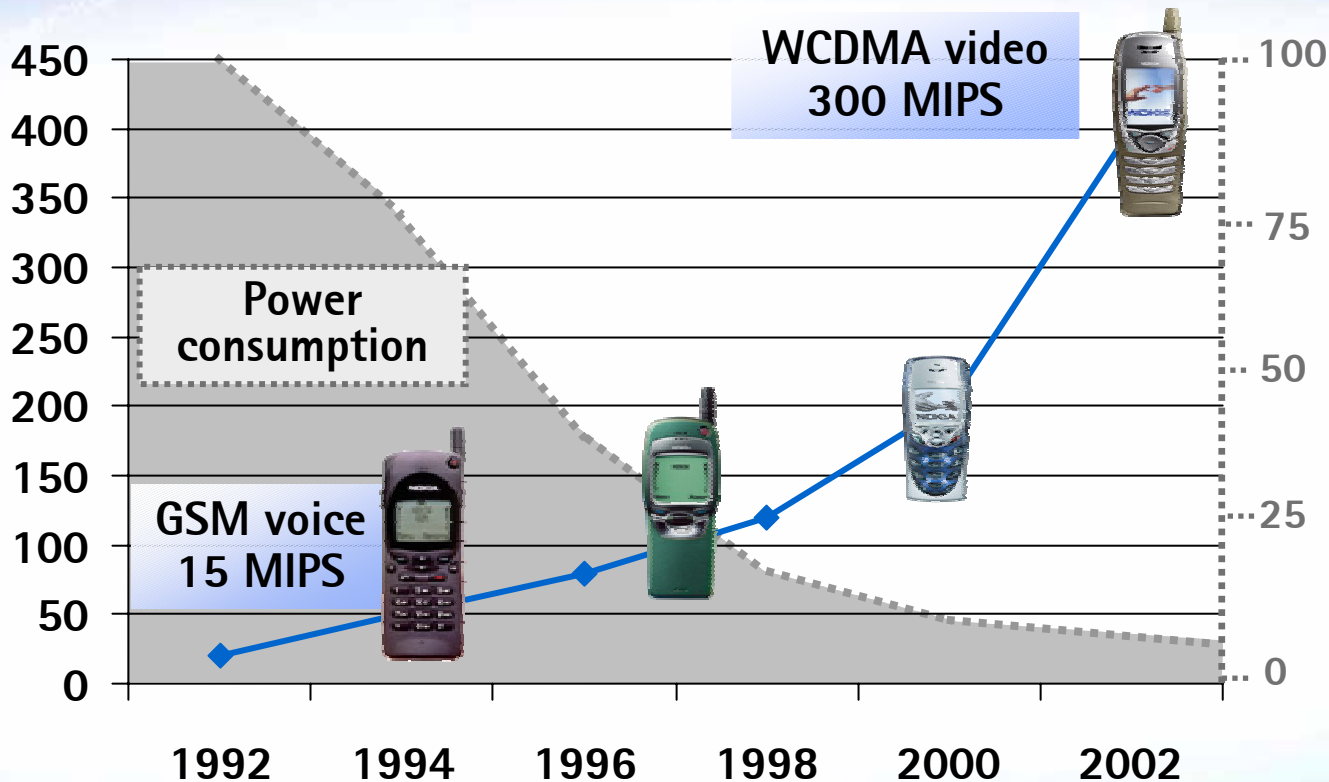   FILENAMs.PPT/ DATE / NN

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Mobile Information Society –How did we view it?

- Big color displays – "From ears to eyes"

- Digital cameras – "See what I see"

- Three distinct form factors
  - A communicator – a business tool
  - A feature phone – imaging, media, games, entertainment
  - A mobile phone – Classic category, still predominantly a phone

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Processing Power – following the track

Available DSP Power in MIPS (=Million instructions per second)

WCDMA video 300 MIPS

Power consumption

GSM voice 15 MIPS

450
400
350
300
250
200
150
100
50
0

100
75
50
25
0

1992 1994 1996 1998 2000 2002

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The consumer benefits of "3G"

Applications

- Picture messages
- Game downloads
- Web access

Radio technology

- Capacity
- Speed
- Multitasking

Seamless user experience

Any new feature must not compromise the performance of the old

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Product category matrix

Functionality Dimension →

Style Dimension ↑

Style \ Application Areas	Voice	Entertainment	Imaging	Media	Business applications
Premium					
Fashion					
Classic					
Active					
Expression					
Basic					

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The Nokia 6650

Key Characteristics

- Size: 123 cc

- Weight: 141 g

- Performance:
    - Talk time: up to 2 h 40 minutes (GSM); 2h 20 minutes (WCDMA)
    - Standby time: up to 14 days

- High resolution color display
    - 4096 colors, 128x160 pixels

- Data transfer speed 128 kbps

- MMS & camera with video capability

- Java^{TM} technology for application download

- Connectivity: Bluetooth, USB, Infrared

- Comprehensive PC-Suite

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Summary

- Data rates clearly superior to ordinary landline modems

- Both radio technologies integrated in the same chipset

- Seamless dualmode functionality

- Multitasking

- Top of the class operation times

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The strong and colorful Nokia portfolio

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