

Nokia at 3GSM World Congress

Mobile professional – efficiency and lifestyle:
Seppo Laukkanen, Vice President Nokia Mobile Phones

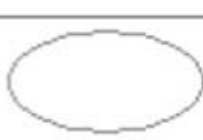
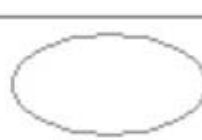
Nokia Press Conference
Cannes
February 20, 2002



Evolving 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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Premium Category evolution

Premium category drivers

- Elegant design with fine materials in small size
- Exclusive, elegant phone solutions
- Highest perceived quality
- Unique concepts, good usability



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NOKIA
8910



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Nokia 8910



NOKIA

Nokia 8910 – Summary

- Pure, clean design elaborates on simplicity. Sophisticated design details
- Efficient feature set: Bluetooth, GPRS, HSCSD, WAP 1.2.1, Data management & synchronisation
- Genuine materials. Titanium
- Balanced total premium concept, in colors natural titanium and black



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