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The Nokia Local Marketing Solution delivers localized and timed services to consumers' smartphones

A new solution for mobile marketing and services based on consumer preferences

Today Nokia introduced the Nokia Local Marketing Solution, a new mobile solution that brings services to customers' smartphones via short-range radio technologies, such as Bluetooth. With the Nokia Local Marketing Solution, operators and service providers can easily advertise their own and partner services in relevant places, at relevant times, thereby providing added value service to their customers. The Nokia solution supports multiple languages, and it can be customized according to the service provider's brand preferences.

"The Nokia Local Marketing Solution brings relevant services to consumers at the right time, and in the right place. This is focused marketing, and it all happens on the consumer's own terms", said Sakari Kotola, Director, Nokia Ventures Organization. "From the point of view of operators and service providers, the solution brings revenues through increased usage of services and network, with minimum investment."

The Nokia Local Marketing Solution can be an integral part of the user's daily activities. Here is one example: in the morning, the user receives the bus schedule into her smartphone as she approaches the bus station. On her way to lunch, she passes by a local pizzeria, and receives the lunch menu with the day's special offering. In the pizzeria, she can check the local news from her smartphone. On her way home, she receives a bookmark from a video rental store, and decides to go in and rent a movie. Again, when approaching the bus station, she can easily buy the bus ticket with just a few clicks.

The information, that the consumer receives, is filtered according to consumer's own pre-defined preferences. The content consists of service bookmarks and coupons, which are stored into separate bookmark folders in the phone, instead of message inbox. The consumer can then use these bookmarks whenever he/she wants. The bookmarks will contain relevant information of the services, like the description and the price of the service.

The Nokia Local Marketing Solution consists of three elements: Nokia Local Info client software for the Nokia Series 60 devices, Nokia Service Point LMP 10 and Nokia Service Manager LMM 10 system. Service Points include several Bluetooth modules and a GPRS module, situated in selected service advertisement locations, for example in a store or on a street. A Service Point uses Bluetooth technology to transmit the service offerings to compatible smartphones that pass. The solution is easy to manage, as a user database is not needed. The Service Manager system is centralized, and connected to Service Points via a GPRS network.

Nokia Local Marketing Solution will be commercially available during the third quarter 2005.

The Nokia Local Marketing Solution will be demonstrated at the 3GSM Conference 2005 in Cannes, France at Nokia main stand (A9, Hall 1) and Nokia Hospitality Lounge (Hall 2, level 5).

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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Editors Note:

Additional information for Nokia Local Marketing Solution can be found from www.nokia.com/localmarketing