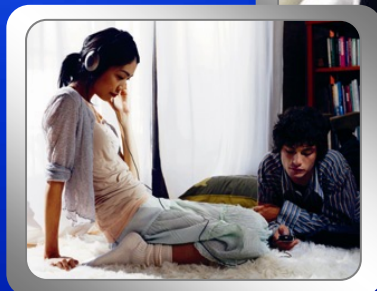
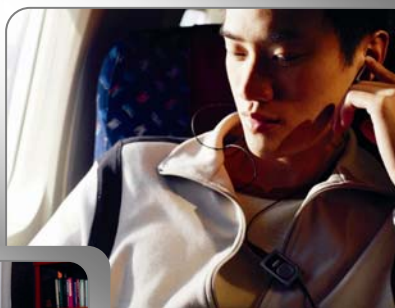


# Music Unplugged:



XpressMusic



Music on the move is, and will continue to be, an important element of the mobile experience. Nokia has blazed a trail for music on mobiles – from handset personalization via ringing tones to music consumption through integrated FM radios and MP3 support. And Nokia's music innovation continues...

The latest addition to the Nokia music portfolio is the Nokia 3250, a music phone with a unique twist. By rotating the keypad 180 degrees, consumers can toggle between the music controls and the traditional phone keypad. The Nokia 3250 also supports microSD memory cards of up to 1 Gigabyte with storage capacity for up to 750 songs.

Nokia's flagship music product, the Nokia N91, breaks new ground when it comes to mobile music:

- It's the world's first mobile handset to feature a 4GB hard disk which can store up to 3000 tracks
- There are dedicated music keys with quick access to your music collection
- It features an integrated 3.5mm stereo headset jack so you can use all your favorite music accessories.

**NOKIA**  
Connecting People

# Music Unplugged:

## Manage Music

Managing your music is easy. Drag and drop your music collection from your PC to your Nokia via a fast USB 2.0 connection. Nokia music devices support a wide range of digital music formats including MP3, M4A, AAC and WMA.

## Share your Sound

Mix it up and create a playlist to express your mood. Why not share it with a friend? With Nokia music devices you can share your playlists using text messages or Bluetooth for the very first time.

## Hear the Difference

Good taste never compromises. Which is why Nokia is working with leading audio brands to provide an amazing mobile jukebox – that just happens to live inside your smart multimedia device. Groove to your personal tunes or rock out to the integrated FM radio with Visual Radio support.

## Get Music on the Move

Buy music on the fly using either a 3G mobile network or Wireless LAN connection.

Both the Nokia 3250 and the Nokia N91 contains a full range of multimedia technologies and smartphone functionalities, including a 2 megapixel camera for print-quality photos, email support, a full web browser and more.

The Nokia XpressMusic feature brand makes it easy for consumers to identify Nokia's growing portfolio of music-optimized mobile devices. Each mobile device with the Nokia XpressMusic logo shares key features that ensure the best mobile music experience, including dedicated music keys, support for 3.5 mm connectors and extended battery life for music listening.

## Nokia Mobile Music Milestones:

**1994**

The Nokia 2110 introduces the iconic 'Grand Valse' monophonic ring tone

**2001**

The Nokia 8310 brings FM radio to the Nokia product range

**2001**

The Nokia 7650 features polyphonic ring tones

**2001**

Nokia launches its first dedicated digital music device, the Nokia 5510

**2002**

The Nokia 7210 is the first Nokia phone with stereo output

**2003**

The Nokia 3300 is the first Nokia with a dedicated music key

**2003**

The Nokia 3300 is given the music industry seal of approval. Hip hop artist, Jay-Z collaborated with Nokia to create a music and wireless industry first: a special black edition Nokia 3300 pre-loaded with Jay-Z's Black Album on an MMC.

**2004**

The Nokia 7710 introduces Visual Radio to complement a listening experience with visual content and brings interactivity to the mobile phone.

**2004**

Nokia sells 10 million handsets with a digital music player

**2005**

Nokia introduces the premium Nokia 8800. In addition to a stainless steel finish, the handset features a musical soundtrack of alerts and ring tones by award-winning composer Ryuichi Sakamoto.

**2005**

Nokia's flagship music product, the Nokia N91, breaks new ground when it comes to mobile music. It's the world's first mobile handset to feature a 4GB hard disk which can store up to 3000 tracks. The N91 also features dedicated music keys and playlists as well as an integrated 3.5mm stereo headset jack.

**2005**

The latest addition to the Nokia music portfolio is the Nokia 3250, a music phone with a unique twist. By rotating the keypad 180 degrees, consumers can toggle between the music controls and the traditional phone keypad.

**2005**

The Nokia XpressMusic feature brand is introduced to make it easy for consumers to identify Nokia's growing portfolio of music-optimized mobile devices.

# A History of Nokia and Mobile Music

Nokia's association with music began with ringing tones: the iconic 'Grand Valse' monophonic ringing tone was introduced on the Nokia 2110 back in 1994. Monophonic made way for stereo quality polyphonic MIDI tones in 2002 and one year later, Nokia pioneered True Tones™ ringing tones made of real music.

Integrated music functionality on mobile phones started in 2001 with the addition of an FM radio in the Nokia 8310. Today, half of the Nokia product portfolio contains an integrated FM radio. 2001 also saw the launch of Nokia's first dedicated digital music device, the Nokia 5510. Featuring a digital music player for AAC (Advanced Audio Coding) and MP3 (MPEG-1 Audio Layer III) music files, the Nokia 5510 could store up to two hours of music in the phone's 64MB memory.

Nokia made two key developments for music on mobiles in 2002. First, Nokia improved the sound experience with the introduction of stereo output on the Nokia 7210 and secondly, an expandable memory (MMC) was launched with the Nokia 3650.

In 2003, Nokia took the mobile phone / music player hybrid to a new level with the Nokia 3300. The device not only pioneered True Tones™ but was packed with music features including an MP3/AAC digital music player with integrated loudspeaker as well as a stereo FM radio and a digital recorder. All these features were easily accessed from a dedicated music key.

The Nokia 3300 was given the music industry seal of approval when superstar rapper and hip hop artist, Jay-Z collaborated with Nokia to create a music and wireless industry first: a special black edition Nokia 3300 pre-loaded with Jay-Z's Black Album on an MMC. Another special edition for the hit TV show "American Idol" was produced in 2004.

Since the Nokia 3300, a wide range of Nokia products feature an MP3 player including devices in the current portfolio like the Nokia 6230i, Nokia 7710, Nokia 6680, and the Nokia 6630 Music Edition. In 2004, Nokia sold over 10 million phones with MP3 support and that number is set to grow to 40 million in 2005.

Nokia's current music innovation is Visual Radio – a technology that redefines the mobile FM radio experience. Never again will people have to wonder who is playing what on the radio. With Visual Radio, which features a range of Nokia devices, images and text are synchronized with the radio broadcast to bring information and interactivity directly to a mobile phone.

