





NOKIA

Nokia Point & Find BETA

A digital breakthrough for
creative agencies and brand clients

Offer brands meaningful, measurable ways to engage consumers

Nokia Point & Find is a new way for consumers to find and connect to relevant information and services by simply pointing their internet-enabled camera phone at real life objects. Easily, intuitively and on the spot. Nokia Point & Find puts you in the know, when you're on the go.

By linking existing real life objects to digital services, Nokia Point & Find enables you to create engaging experiences that deliver targeted content, advertising and purchase opportunities to consumers exactly where and when they want via their trusted mobile devices. Nokia Point & Find helps raise the profile of your creative campaigns with unique experiences. Help your brand clients increase sales and enable instant call to actions at the point of discovery. For example, let consumers

- Engage audience with creative & media placement in an innovative way
- Provide direct audience response channel for advertising and other content
- Provide additional advertising accountability and metrics
- Enable instant buying at the point of discovery including online, via mobile or at retail
- Open up new avenues of revenue
- Bridge different media channels to drive stronger campaign integration
- Standout among other creative agencies



Deliver brilliant integration for brand advertisers by connecting real life objects, creative campaigns and digital services

By simply taking a few pictures of your real life creative elements you can seamlessly link consumers to specific call-to-actions – including opening a web page, sending an sms, mms or email, or making a phone call. From then on, when a consumer points at your designated real life objects, the consumer can immediately engage with brand content and experiences. With a single click, the consumer can open an associated web site or make a phone call.

You can offer interactivity across your entire creative campaign experience without having to deploy expensive hardware or infrastructure, and without having to customize your creative or alter physical environments.

- Add interactivity to a brand campaign
- Provide direct audience response channel for initiatives
- Increase engagement with consumers with interactivity and measurability
- Provide accountability similar to what only online advertising can offer today
- Easily deploy interactivity across your campaign without expensive hardware
- Drive traffic to retail locations or digital transactions for your experience
- Offer location-based capabilities incl. geo-targeting of content or dealer locators
- Drive cross-media campaigns by bridging online and offline channels
- Stand out among other creative agencies



Excite consumers by creating unique interactive brand campaigns

Nokia Point & Find opens up revenue opportunities for creative agencies going beyond their existing campaigns and ideas. You can offer consumers interactivity at retail, buildings, landmarks, or existing ads where such interaction was not possible previously. Partner with Nokia to explore new growth opportunities for your business as we move into a new age of consumer engagement and accountability.

How Nokia Point & Find works

Nokia Point & Find is based upon real time image processing and automated object recognition technology, utilizing an innovative visual interface. The service also supports text-entry search with directory capabilities.

When a Nokia Point & Find enabled phone is pointed at an object, the system uses a variety of the phone's sensors (including the camera and GPS positioning) to evaluate the object. Then, by searching through a database of previously tagged items, the system identifies the object and returns a set of links to associated content and services.

It's easy to deploy custom Nokia Point & Find worlds. First, the Nokia Point & Find client application on a camera phone is used to tag real-world physical objects. It's as simple and easy as taking photos. The tagged images are then automatically uploaded into the Nokia Point & Find system and the Nokia Point & Find Management Portal is used to develop and manage customized Nokia Point & Find worlds.



Nokia Point & Find capabilities

- Easily enabled at deployment without modifying creative
- No need for expensive infrastructure deployment
- No need to place physical tags
- Tagging of real life objects using a Nokia Point & Find enabled camera phone, similar to existing verification processes for field deployments
- Automatic uploading of tagged images into Portal Management System
- Proprietary image processing and recognition
- Linking of real-life objects to actions - web URLs, SMS, phone calls, emails or mms
- Additional directory-based content navigation and keyword-based search capabilities
- Enhanced location-based services (LBS) with GPS-enabled devices or basic with standard devices with Cell ID location
- Management Portal (to facilitate worlds)
- Access rights management for publishers, editors, authors and viewers.

Specifications

Supported devices

Select devices with compatible browser and access to pointandfind.nokia.com

Online client

Available via download

Languages supported

English only at launch.

For more information:
pointandfind.nokia.com

