

Data Sheet

Version 0409

Nokia Point & Find<sup>BETA</sup>

**In the know,  
on the go**

**NOKIA**



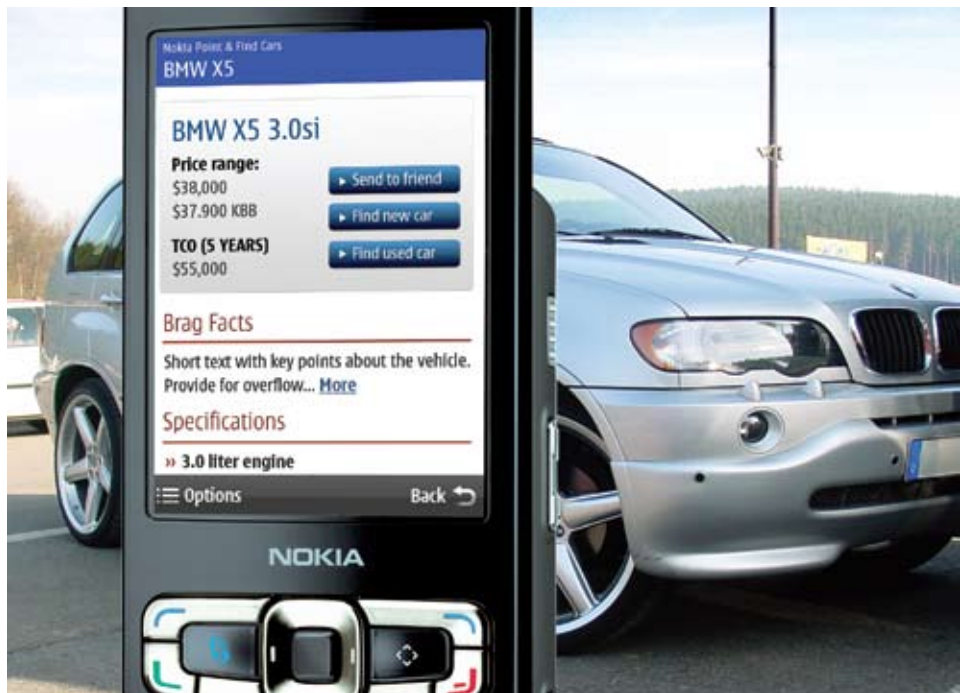
## A new way to easily find information and services on the go

Simply point your phone at real life objects and quickly find relevant content and services. For example, point your camera phone at a movie poster and instantly see local showtimes, reviews, trailers – even purchase tickets with just a few clicks.\* Nokia Point & Find connects you to what you're looking for – and more – exactly when and where you want, delivering instant gratification.

## Engage consumers at the point of discovery

Nokia Point & Find delivers compelling consumer experiences that open up innovative revenue-producing business opportunities, for example

- A visitor to a museum points their phone at any object on display and immediately accesses related multimedia content and invitations to special museum events.
- A child at home points their phone at a toy and instantly enters related contests, downloads coupons, or purchases similar products.
- A woman on the go in the city points her phone at a cool new car and instantly sees details, finds the closest dealership, or schedules a test drive.



## How Nokia Point & Find works



Nokia Point & Find is a new mobile information service that enables people to point their internet-connected camera phones at real life objects to access relevant digital content and services.

Nokia Point & Find is based upon real time image processing and automated object recognition technology, utilizing an innovative visual interface. While Nokia Point & Find's unique strength is its automatic object recognition, the service also recognizes bar codes, integrates GPS, and supports category-specific text-entry search.



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

- Discover content by pointing at objects, entering keywords or navigating a directory.
- Tag physical real-world objects using a Nokia Point & Find enabled camera phone.
- Automatically upload tags into the Management Portal for further editing.
- Define labels and links for tags to web URLs or phone numbers.
- Customize Nokia Point & Find world names and icons.

Download the Nokia Point & Find application to your internet-enabled camera phone\* at [pointandfind.nokia.com](http://pointandfind.nokia.com)

## Fast, convenient information access

Comparison of time (in seconds) and actions required to access and browse information with Nokia Point & Find vs. through a browser:

	Starting application		Loading content		Navigating thru all content		Total	
	Time**	Actions	Time	Actions	Time	Actions	Time	Actions
Nokia Point & Find	3.1	1	3.0	1	2.8	6	8.9	8
Mobile browser	14.7	2	9.5	1	12.6	15	36.8	18
PC browser	14.7	2	15.1	1	28.1	25	57.9	28

\*\*Time in seconds

Source: Nokia usability studies

\*Available on select devices.  
Supported language English.

## Customize your world

Customize the settings and the look and feel of your world with extensive options and controls. Edit the icon of the world.



**Icon:**  
custom symbol for world

**Title:**  
custom title of experience

**Results:**  
customizable labels and actions (http, rtsp, tel, sms, mms, email)

**Banner:**  
customizable graphics element or ad

**TextFinder:**  
customizable search url

**Web Button:**  
customizable url for single click access

**Directory:**  
content entirely customizable (folders and links)