

Management Portal Intro

Version 0409

Nokia Point & Find ^{BETA}

**In the know,
on the go**

NOKIA



Nokia Point & Find^{BETA} Management Portal

Create unique brand experiences

The Nokia Point & Find Management Portal lets you easily create and manage branded online worlds offering contextually relevant content that mobile users access simply by pointing their camera phone at real life objects.

A new way to engage consumers on the go

Nokia Point & Find enables instant access to information and services by simply pointing an internet-enabled camera phone at real life objects. 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 also supports text-entry search with directory capabilities.



* Ticket purchase function available in U.S. at launch



Nokia Point & Find ^{BETA}

Nokia Point & Find Management Portal capabilities

While a Professional Services team is available for hire, you can create and manage your own unique Nokia Point & Find experiences for your brand with the easy-to-use Management Portal.

Create a world

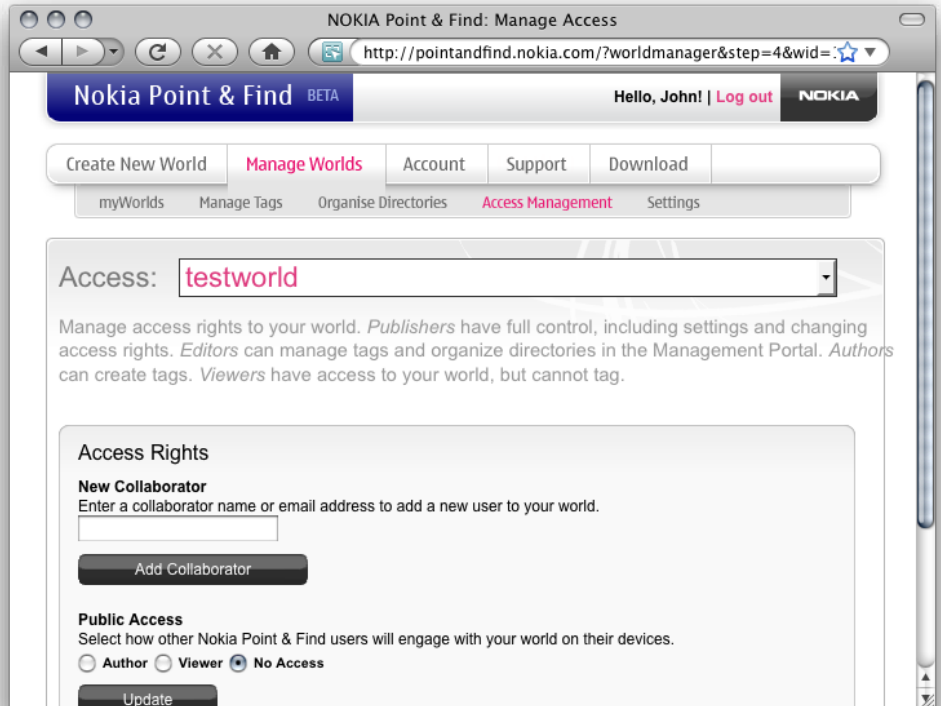
Create a Nokia Point & Find world for your brand and name it.

Manage tags

Manage your world's tags. Tags identify the real life objects, define what the consumer sees when pointing at these objects and define the call to action or web link.

Organize directories

Create and structure directories to enable intuitive navigation on the device including text-search capabilities.



Manage users' access levels

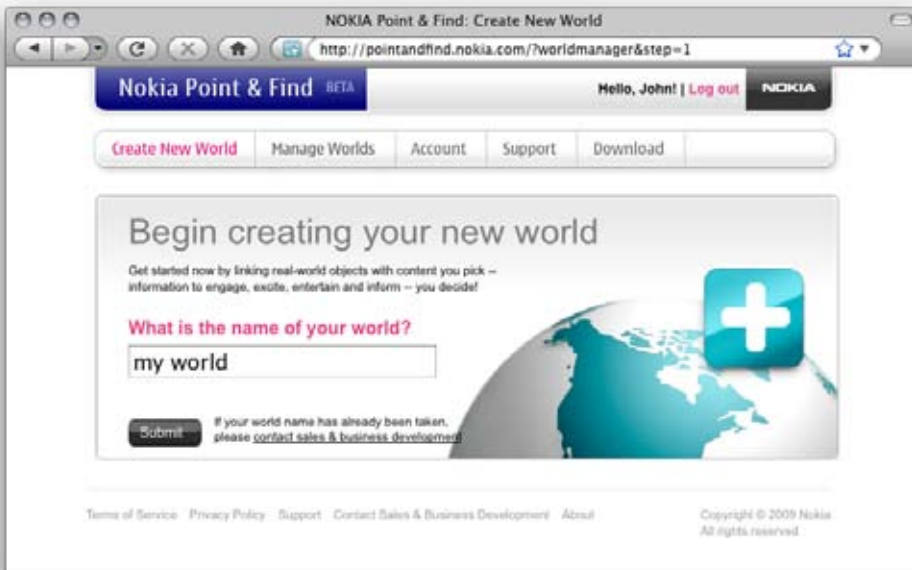
Assign various roles to users – including publisher, editor, author and viewer – and set access rights.

Customize

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



Creating and managing a Nokia Point & Find experience



1. Get started

Create and name your Nokia Point & Find world using the Management Portal's easy-to-use web interface.

Download the Nokia Point & Find client application to your internet-enabled camera phone.

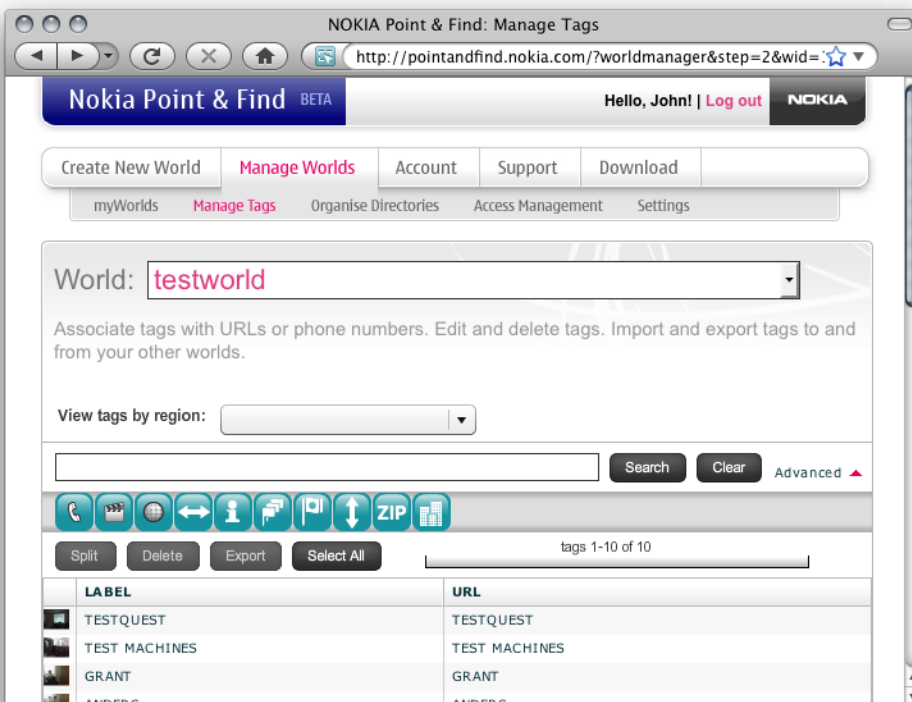
2. Develop your world's user experience

Tag real life objects using the Nokia Point & Find client application on your camera phone which is as simple and easy as taking a photo. The tagged images are automatically uploaded to your online Nokia Point & Find database.

Link your objects to related web pages (and digital phone services) by using the Management Portal to establish the links between your tagged objects and related content and services.

3. Manage your world

Use the Management Portal's tools to customize and organize your world.



Download the Nokia Point & Find application to your internet-enabled camera phone at pointandfind.nokia.com