

A man with curly hair, wearing a grey sweater and a dark vest, is seen from the back, looking towards a large room filled with stacks of books. The room has high ceilings and large windows, suggesting a library or a bookstore. The lighting is bright and natural.

NOKIA

Nokia Point & Find^{BETA}

**A digital
revolution for print
publications**

Version 0409

Seamlessly connect print with online experiences

Nokia Point & Find is a new way for you to find and connect to relevant information and services by simply pointing your 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 innovatively connecting real life and print media objects to digital, Nokia Point & Find enables publishers 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.

- Engage audience with print media in an innovative way
- Provide director audience response channel for advertising and editorial 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
- Standout among other publications



Leapfrog into a valuable new digital customer relationship

Nokia Point & Find helps deepen your level of editorial engagement with your readers, increasing loyalty and retention, while adapting to the digital world.

Readers of Nokia Point & Find enabled publications can easily use their mobile device to

- Vote for artist/gadget/restaurant of the week/month/year
- Request free samples or coupons – connected to any page, ad, article, topic, artist or celebrity in a publication
- RSVP for sponsored events, parties, lectures, signings etc.
- View menus and catalogs from restaurants and companies in a publication
- Schedule events into personal calendars and invite friends
- Call a business



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

- Can easily be enabled post duplication without modifying creative - No physical tags needed
- Tagging of real life objects using a Nokia Point & Find enabled camera phone
- Automatic uploading of tagged images into Portal Management System
- Proprietary image processing and recognition
- Linking of tags with URLs or phone numbers
- Searching and browsing with camera phone images or with text
- 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.
- Optional barcode scanning capabilities available via professional services

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

