



NOKIA

Nokia Point & Find ^{BETA}

**From bricks
to clicks
in retail marketing**

Driving consumer engagement at retail

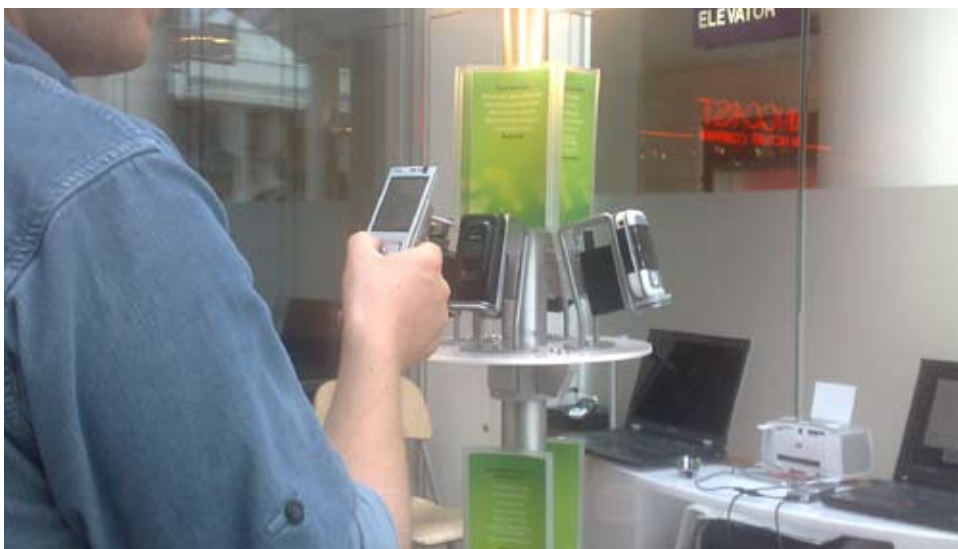
Nokia Point & Find is a new way for you to find and connect to relevant information and services by simply pointing your internet-enabled camera phone at real life objects. Easily, intuitively and on the spot. Nokia Point & Find puts you in the know, when you're on the go.

By innovatively connecting the physical world to the digital, Nokia Point & Find will revolutionize how people explore the world about them using their phone and the Internet. In the retail environment it brings a new digital dimension to marketing activities, allowing retailers and brands to develop engaging experiences that deliver targeted content and promotions to in-store and mobile consumers via their trusted mobile devices.

Revenue-generating opportunities in the digital dimension

Retail consumers will be able to use their mobile phones to intuitively access relevant and targeted information on products and services they are interested in. For brands and retailer, this is a chance to strengthen customer relationships by increasing the availability and relevance of marketing activities and enabling instant buying at the point of discovery.

- Grow your business by bridging multiple channels
- Raise the profile of your brand through unique experiences
- Increase customer loyalty with personalized recommendations that shoppers can access directly in the store or on the go
- Improve your understanding of shopper behavior
- Reduce costs and improve efficiency by enabling centralized content management.
- Open new revenue streams with targeted in-store advertising and multi-channel promotions



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.

Specifications

Supported devices

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

Online client

- Available on select devices

Languages supported

- English only at launch.



For more information:
pointandfind.nokia.com