

# Nokia Design

## Nokia Design Leads the Way

At Nokia, design is very much part of the heart and soul of the brand. It is central to our product creation and is a core competence integrated into the entire company. Nokia is committed to providing designs and user interface solutions of the highest quality across all product categories, from mobile devices and enhancements, to network elements and new market developments.

### A Global Design Team

As one of the world's most recognized brands, Nokia caters to the needs and desires of millions of consumers around the world. Headed by Chief Designer Frank Nuovo, Nokia Design comprises designers from different cultures and backgrounds and works as a global network of multi-disciplinary teams. Together with consumer research, marketing, engineering and technology experts, Nokia designers explore and create solutions where design, technology and ease of use are combined. The designers create the product's physical presence, identifiable characteristics and a contemporary look to the Nokia brand.

A mobile phone, device or enhancement is much more than a piece of electronics: it is a personal object. You keep it close to you, you tell it personal and intimate things, you use it when and where you want. It reflects your mood and personality and is in tune with your interests and attitudes. All of this separates it from the world of wired products, fixed locations and the conventions of how things have been done. All this makes it an object that embraces innovation and design and is a reflection of the changing lives we live.

**NOKIA**  
Connecting People



## Design Principles

Throughout history, craftsmen and designers have strived to produce objects, which satisfy both our functional and emotional needs. Achieving this human need with real balance and harmony continues to be a driver and inspiration to Nokia's designers. This approach has allowed Nokia to lead design innovation within the mobile phone industry.

At Nokia, we design products for a broad portfolio, addressing the needs of different markets and users, and encompassing different technologies and protocols. The look of each Nokia device is the result of a combined creative and functional mission. We start with the total concept itself: What is the intent of the product? Who is it for? What will they need? What will they want? We study how and where it will be used and what form factors are most relevant. The end-result is a unified and harmonious solution matching emerging user needs with various evolving technologies.

Less than a decade ago all mobile phones were black. Then Nokia introduced color to the products and everything changed. The mobile phone suddenly became a statement of one's personal style, communicating more about the owner's identity than any electronic product had before. Nokia was the first company to introduce removable covers, enabling people to personalize the look of their phone in seconds. Continuing to pioneer new forms of personalization and communication Nokia introduced ring tones, graphics, downloadable applications, text messaging, and multimedia messaging between devices.

Nokia products have continued to evolve with the integration of award-winning design and interface solutions. Each generation of Nokia products strives to improve the measure of usefulness, comfort and performance required of an increasing variety of mobile devices. This means creating user interfaces that are easy to use, understand and learn; displays that are large enough for the task in hand; keypads that are pleasant to the touch; the highest possible voice quality; and size and shape that is comfortable and appropriate. This continues to make the Nokia product a trusted mobile device.

## Experience Design

Mobile devices have now become central to a more immersive and connected lifestyle, leading to the slogan: "Life goes mobile..."

Nokia Design continuously observes and gets inspired by the changes in culture and society. With this insight we are able to create total concepts, in which a holistic approach to every aspect of the consumer experience is explored - with the mobile device at the heart of it.

The focus is no longer purely on the device. Experience design ensures that the design story becomes a creative direction, which is consistently expressed in all of the elements. This approach integrates the design of the mobile device, enhancements and packaging, the look and style of the user interface, applications and Nokia connected services, as well as the product personalization - downloads, graphics, ring tones and user changeable parts.

These different elements are made available to the consumer through operator and partner retail, Nokia retail, events and the on-line offering - supported by marketing activities, which further communicate the story.

Through all this we want to give every consumer the opportunity to experience and explore the possibilities of the Nokia brand for themselves. Where ever, whenever and however they want.

## Design Vision

The future will continue to bring further convergent digital capabilities to a variety of new mobile devices, each with different primary functionality. It will increasingly be about personal preferences, and the devices will be tailored to meet individual style, communication, services and entertainment needs.

Our design principles remain as relevant to this future vision for Nokia as they do today, and combined with the Nokia brand attributes, will continue to guide us.

# NOKIA DESIGN FIRSTS

- 1992** The Nokia 1011, the 1st digital hand portable phone for GSM networks
- 1994** The Nokia 2100 series, the 1st digital hand portable phones supporting data, fax and SMS (short message service). Also the first with changeable color covers
- 1997** The Nokia 3810, the 1st mobile phone specially designed for Asian consumers, with large full graphics display & Asian interfaces
- 1998** The Nokia 5100 series, the 1st mobile phones with user changeable covers
- 1998** The Nokia 8810, encased in tiny silver shell, introduces a new exclusive design language and a new exclusive phone Category
- 1999** The Nokia 8210, the 1st phone in Nokia's fashion category, jointly launched with Kenzo
- 2000** The Nokia 6250, the first water, dust and shock resistant Nokia mobile phone
- 2001** The Nokia 5510, the 1st Nokia phone in new Entertainment category, featuring a horizontal form factor with full keyboard
- 2001** The Nokia 7650, the 1st Nokia Imaging phone featuring a slide-out keypad which exposes an integrated digital camera
- 2002** The Nokia 6800, the 1st Nokia folding messaging device; features an integrated full keyboard
- 2003** The Nokia 6108, the 1st Nokia pen-based phone with features for Chinese language users
- 2003** The Nokia 7600, unique, screen-centric design statement, combining natural colors and materials within highly sophisticated 3G mobile technology
- 2003** The Nokia 7200, Nokia's first folding fashion category mobile phone, featuring sensual fabric covers and accoutrements for a complete, personalized look and feel
- 2004** Nokia launches its first Fashion Collection, Nokia 7260, Nokia 7270, Nokia 7280
- 2005** Nokia launches its L'Amour Collection, Nokia 7360, Nokia 7370, Nokia 7380