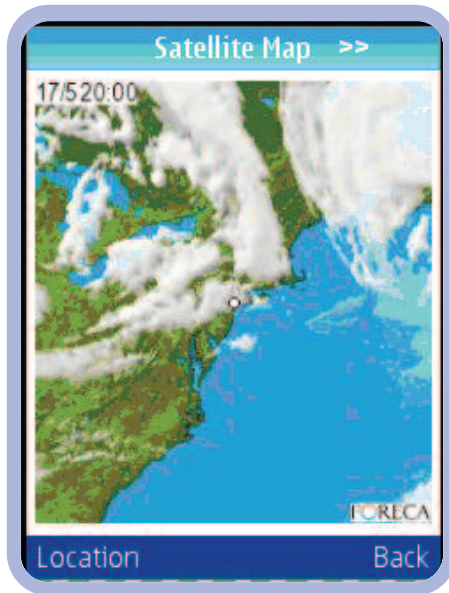


Foreca Widget Delivers In-Depth Free Weather Information



Foreca's WidSets weather-service widget offers graphically rich weather information in addition to up-to-date forecasts.

Most people check weather reports to see whether to expect stormy weather or clear skies. Helsinki-based Foreca Ltd sees its future in the weather. The privately owned company specializes in providing weather-based information to its customers. Its latest product is innovative not only for its technology, but also for its business model: Foreca provides free weather forecasts and information worldwide via a WidSets weather widget for S60 3rd Edition devices.

The free Foreca weather widget provides information for 80,000 locations worldwide and presents more than just forecasts. It also offers graphically rich data and information, such as Doppler radar, satellite maps, temperature and precipitation forecasts, and a variety of additional weather maps and images.

“Nokia people have given us vital technical support and have offered us access to marketing programs and business relationships we could not have gained on our own.” — Marko Moilanen, Vice President, Business Development, Foreca

“We provide graphically rich weather information with the most accurate weather-forecast models available,” claims Marko Moilanen, Foreca’s vice president for business development. “What’s unique about the widget is that it’s free, as is the weather service we provide. We don’t charge any fees to users.” As they do for other data applications, though, users pay data transfer fees to mobile operators.

Follow-up to an award winner

Foreca’s weather widget builds on the company’s existing technology, which has gained considerable recognition. The weather widget is based on the company’s SpotWeather application, which uses Flash Lite technology from Adobe. SpotWeather formed the backbone of Foreca’s FlashWeather application, which won the Flash Category of the S60 3rd Edition Challenge in autumn of 2006. The WidSets weather widget and SpotWeather use the same Foreca back-end infrastructure.

Since the widget’s release in June 2007, it has been one of the most popular Nokia widgets, says Moilanen. “The weather widget has been downloaded nearly 3.5 million times since its launch,” he says. “In terms of actual usage, it’s among the five most popular widgets.” The widget was updated in April 2008, and its download rate has increased since then, achieving double-digit month-to-month growth, he says.



Foreca Ltd.
Helsinki, Finland
www.foreca.com



“Today, a lot of weather information is available as a subscription service. We believe that in the future, all mobile weather information will be funded by advertising,” says Marko Moilanen, Foreca’s vice president for business development.

Looking ahead:

Foreca plans to continually update its weather widget. Currently, the widget is available only in English, but the company is working on providing it in other languages. It plans also to implement location-based services (LBS) into the widget—all without charging for the widget, which is in keeping with the company’s vision of the future of weather information — supported by advertising and free to users. In addition, Foreca plans to continue deepening its relationship with Nokia. “Nokia and Forum Nokia PRO have helped Foreca from a business perspective, in marketing, and with technical support,” Moilanen concludes. “We plan to expand the free ways we offer weather information to users, and we know Nokia will be there to help.”

Forum Nokia Success Story

Continue

The future of weather services is in advertising

Foreca's business model relies on advertising rather than subscription fees, an approach that Moilanen says is unusual among European providers of weather information. "What makes our weather widget unique is not only the quality of the data and the graphically rich content, but also that we provide the information for free," he says. "In the European market, most weather content is still a premium short message service (SMS) service. There are very few ad-supported services. We see the future in providing premium weather content for free and making it ad-funded."

Moilanen says that in certain professional market segments, such as the energy and winter road maintenance industry, Foreca may charge fees for highly specialized weather data. But for everyone else, he says, weather information will be free.

In addition to the weather widget and the SpotWeather mobile application, Foreca runs the Web-based foreca.mobi weather service, which provides free weather information via a mobile browser globally, in 15 languages. Third-party developers can take data from foreca.mobi and add weather information to their location-aware products and services.

"Key to foreca.mobi is that we localize our content. Foreca.mobi has been designed to be graphically rich, and it supports coordinate-based information. A back-end system supplies weather information based on the coordinate information of where you are, so you get accurate local weather information." Paying for that infrastructure will pay off in the long run, Moilanen says. "Today, a lot of weather information is available as a subscription service," he says. "We believe that in the future, all mobile weather information will be funded by advertising, and we will have the infrastructure to benefit from it."

"We see the S60 platform as the most powerful mobile platform available. It has a large screen, a powerful processor, and a substantial amount of memory, so it can handle graphically rich information. It is ideally suited for providing in-depth weather information." — Marko Moilanen, Vice President, Business Development, Foreca

How Forum Nokia helps Foreca

Foreca has built its success through its uniquely close relationship with Nokia and Forum Nokia PRO. That relationship encompasses a close business partnership, as well as marketing help and technical support and advice.

Moilanen says that Foreca and Nokia have entered into an agreement by which Nokia handles advertising sales for the weather widget, and the two companies share the ad sales revenue. The Nokia advertising platform powers ads for the foreca.mobi site. In addition to that partnership, Nokia has helped in other ways, inviting the company to exclusive business-development events such as one at Zell am See in Austria, and giving Foreca access to Nokia channels such as S60.com, Nokia.mobi, and Nokiaforbusiness.mobi.

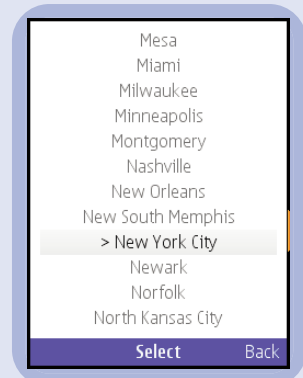
"Nokia has been an ideal partner for us," Moilanen says. Nokia people "have given us vital technical support and have offered us access to marketing programs and business relationships we could not have gained on our own. In addition, they have provided technical support and supplied us with different models so that we can test out a wide variety of Nokia devices."

Moilanen also says that the very existence of S60 3rd Edition devices has provided a business boon for Foreca.

"We see the S60 platform as the most powerful mobile platform available," he says. "It has a large screen, a powerful processor, and a substantial amount of memory, so it can handle graphically rich information. It is ideally suited for providing in-depth weather information. S60 3rd Edition devices are high-end hardware and are primarily owned by business users. Because of that, they are the ideal market segment for us."

For more information, go to:

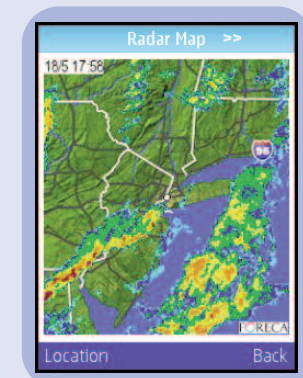
www.nokia.com/developer



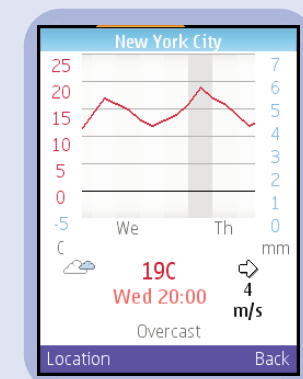
Foreca's WidSets weather-service widget provides weather information for more than 80,000 locations worldwide.



The weather widget offers in-depth information about the current weather.



In addition to forecasts, the weather widget provides graphically rich information such as radar maps.



Weather forecasts include charts as well as text information.

NOKIA