

# Reuters Brings the News to Nokia Eseries Devices



Reuters brings news of the world to Nokia Eseries users.

From its early use of carrier pigeons to today's wireless news alerts, Reuters has set the standard for news and information delivery worldwide. In delivering today's news, the news giant has recognized that people want fresh news and information, and they will turn to the most convenient delivery medium to get it — whether that medium is a newspaper, TV, the Internet, or a portable handheld device.

In keeping with that strategy, Reuters is bringing its world of information to Nokia Eseries devices in a new way by using Adobe's Flash Lite technology. Working closely with technical experts from Forum Nokia PRO, Reuters has created a client application that allows consumers to easily view multiple categories of up-to-the-minute graphics and text information from their Nokia Eseries devices. The application is available at no cost to owners of Nokia E50, Nokia E60, Nokia E61, Nokia E62, and Nokia E70 smartphones via Nokia Content Discoverer.

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The Reuters application makes available the following types of news to the Nokia Eseries consumer:

- Top news.
- World news.
- Sports news.
- Entertainment news.
- Business news.
- Technology news.

The consumer can also find the latest information on thousands of stocks worldwide by simply entering a ticker symbol on the smartphone's keypad. The Reuters news application can be launched from the phone's main menu, making it easy for consumers to get to the information they want. There is no need to drill down through multiple menus or type in a URI to get to the news.

**REUTERS** 

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[www.reuters.com](http://www.reuters.com)



“S60 phones already number in the many tens of millions. As more S60 3rd Edition devices hit the market, we believe that this will become a popular way for mobile consumers to get their news from Reuters,” says Ilicco Elia, EMEA mobile products manager, Reuters Europe.

## Looking Ahead:

The collaboration of two global brands in this space combined with breakthrough technology is a momentous milestone. The emergence of this version of the Reuters application is only the beginning, according to Elia. “The Flash Lite platform has the potential to become a ubiquitous platform on mobile devices, just as it has become on desktop computers,” he says. Besides expanding the application to more regions and more natural languages, he is also looking forward to the functionality that will be embedded in the next version of Flash Lite. “Flash Lite version 2 will enable us to have additional features, and to present multi-media content such as video,” Elia says. “That will be very exciting.”

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### Flash Lite in S60 3rd Edition devices supports robust user experience

The key to the Reuters application is the robust user experience made possible by Macromedia Flash Lite from Adobe, a platform that supports the application. The Reuters application makes full use of the Flash Lite 1.1 Player, which is preinstalled on Nokia Eseries devices. This application allows the consumer to tap into Reuters news feeds directly, without having to access the Reuters Web page through a browser on a WAP portal.

“A key strategy for our mobile business is scalability,” says Stephen Smyth, Vice President and General Manager for Reuters Media. “We’re exploring the Flash Lite platform, as we believe it has the potential to scale at relatively low cost. We’re expecting the uptake of Flash Lite to be strong and are pleased to be working with Nokia as they embed the software onto Eseries business phones worldwide.”

Reuters is the first major brand to employ the Flash Lite platform for such purposes. Reuters news is seen by more than 1 billion people every day, and more than 12 million people visit the company’s global network of Web sites every month. Adds Ilicco Elia, EMEA mobile products manager for Reuters Europe, “S60 phones already number in the many tens of millions. As more S60 3rd Edition devices hit the market, we believe this will become a popular way for mobile consumers to get their news from Reuters.”

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### How Forum Nokia PRO helps Reuters

Part of Reuters’ development strategy in basing its mobile client application on Flash Lite is the platform’s consistency across devices. “As a member of Forum Nokia PRO, we are able to quickly and economically test porting of the application onto various Nokia handset models that are Flash-enabled,” observes Elia. “We were given handsets before they were available in the marketplace to view and test the application. We worked closely with the Nokia team to ensure digital signing of the application in multiple countries.”

Reuters also received support from Forum Nokia PRO in kicking off the rollout of the application, as it was showcased in the Nokia booth at the September 2006 CTIA WIRELESS IT & Entertainment show in Los Angeles.

### Business strategy for the Reuters application

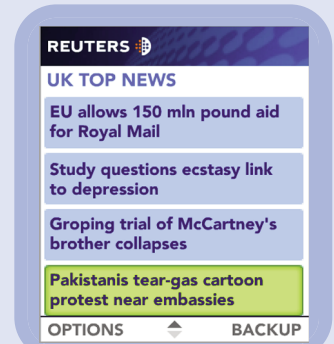
Reuters views the development of the application as a means to an end, which is an increased demand for Reuters content. Thus, the company has no plans to charge consumers for the application at this stage. “The application does incorporate advertising slots, from which we plan to cover the cost of the development and distribution of the application,” says Elia. The application itself will be available from the Reuters Labs Web site at <http://labs.reuters.com>, and via Reuters mobile sites <http://mobile.reuters.co.uk> and <http://mobile.reuters.com>. It is also available via the Nokia Content Discoverer application resident on the Nokia Eseries devices.

According to Elia, initial versions of the application will be targeted to the U.S. and U.K. audiences. Versions for other regions and other natural languages will then follow in future releases. “We’re excited about the potential growth of the market that could use this application.” says Elia.

For more information, go to:

[www.nokia.com/developer](http://www.nokia.com/developer)

The Reuters mobile news application presents a robust user interface to the consumer, allowing quick access to timely information.



... from headline selection



... to graphics



... to the text of the story.



**NOKIA**