



## Nokia Life Tools

### **Inform. Involve. Empower: Delivering mobile services to bridge the digital divide**

In emerging markets, there are severe infrastructural constraints. Distances, cost and vast number of local languages add to the complexity. However, access to mobility and services such as the Internet can change people's lives and now, with the expansion of mobile coverage in smaller towns and rural areas, there is renewed hope to deliver information relevant to people's daily lives.

In-depth research and Nokia's consumer insights have shown that the Internet and information services in infrastructure-constrained environments can offer improved earning potential, learning and quality of life in different ways to many.

Introducing Nokia Life Tools, a range of innovative Agriculture information and Education services targeted to non-urban consumers. Designed specifically for the emerging markets, Nokia Life Tools helps overcome geographical, language and economic barriers and provides services to the next generation of mobile users – possibly the next billion! Nokia plans to launch the service starting in India in the first half of 2009, and expanding across select countries in Asia and Africa later in 2009.

By filling in the information gaps in agriculture and education at the entry level of the mobile device market, Nokia strives to contribute towards empowering people with the right tools to make confident decisions in their daily lives.

Access to this service also has a major impact on the local economy. In areas where agriculture is the primary occupation, relevant information delivered in sync with the cropping cycle of that season can become a useful tool with significant potential to enhance productivity and earnings. Nokia plans to conduct a limited scale pilot in India before the end of 2008. Reuters Market Light is amongst the content providers collaborating with Nokia in the pilot where regular information on weather, prices of seeds, fertilizers and pesticides as well as prevailing market prices is sent directly to the farmer's mobile device. The information for the produce is customized to the farmer's location and his choice of crops.

Knowledge of a foreign language is always a confidence booster. However, the ability to learn English – often perceived as the 'language of business' and a necessary skill to progress – can be challenging in remote locations. The Education services in Nokia Life Tools can help improve English language skills and general knowledge. Exam preparation, career tips and access to exam results are some of the possibilities in the future.

Nokia Life Tools is not only about productivity and empowerment but also about some fun. Entertainment is only a click away with ringtones, daily horoscopes, local news and trivia.

Simplicity and ubiquitous access are important to consumers. This is why Nokia Life Tools uses an icon-based graphically rich user interface that makes receiving this information a pleasure. The service comes complete with tables and clever formatting, and can even display information in two languages on the same screen.

**Behind this rich interface, SMS is used to deliver the critical information to ensure that this service works wherever a mobile phone works, without the hassles of any settings or need for GPRS coverage.**

© 2008 Nokia. All rights reserved. Nokia and Nokia Connecting People are trademarks or registered trademarks of Nokia Corporation. Other product and company names mentioned herein may be trademarks or trade names of their respective owners. Specifications are subject to change without notice. The availability of particular products and services may vary by region. Operation times may vary depending on radio access technology used, operator network configuration and usage. Operations, services and some features may be dependent on the network and/or SIM card as well as on the compatibility of the devices used and the content formats supported. Some services are subject to a separate charge.

**NOKIA**  
Connecting People