



# The Device of the Future

**NOKIA**

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**Mobile Phones**

# Agenda



**Technology, social and environmental trends**  
**What do people want?**  
**Nokia global segmentation**  
**Portfolio development**  
**Mobile experiences**  
**Conclusions**

# Technology Trends



Converged devices go **mainstream**

Wireless broadband becomes **universal**

Innovation **proliferates**

**Mobility** transforms the Internet

Context is **king**

# Social Trends

Emerging markets

Women's rising economic power

Demand for localization





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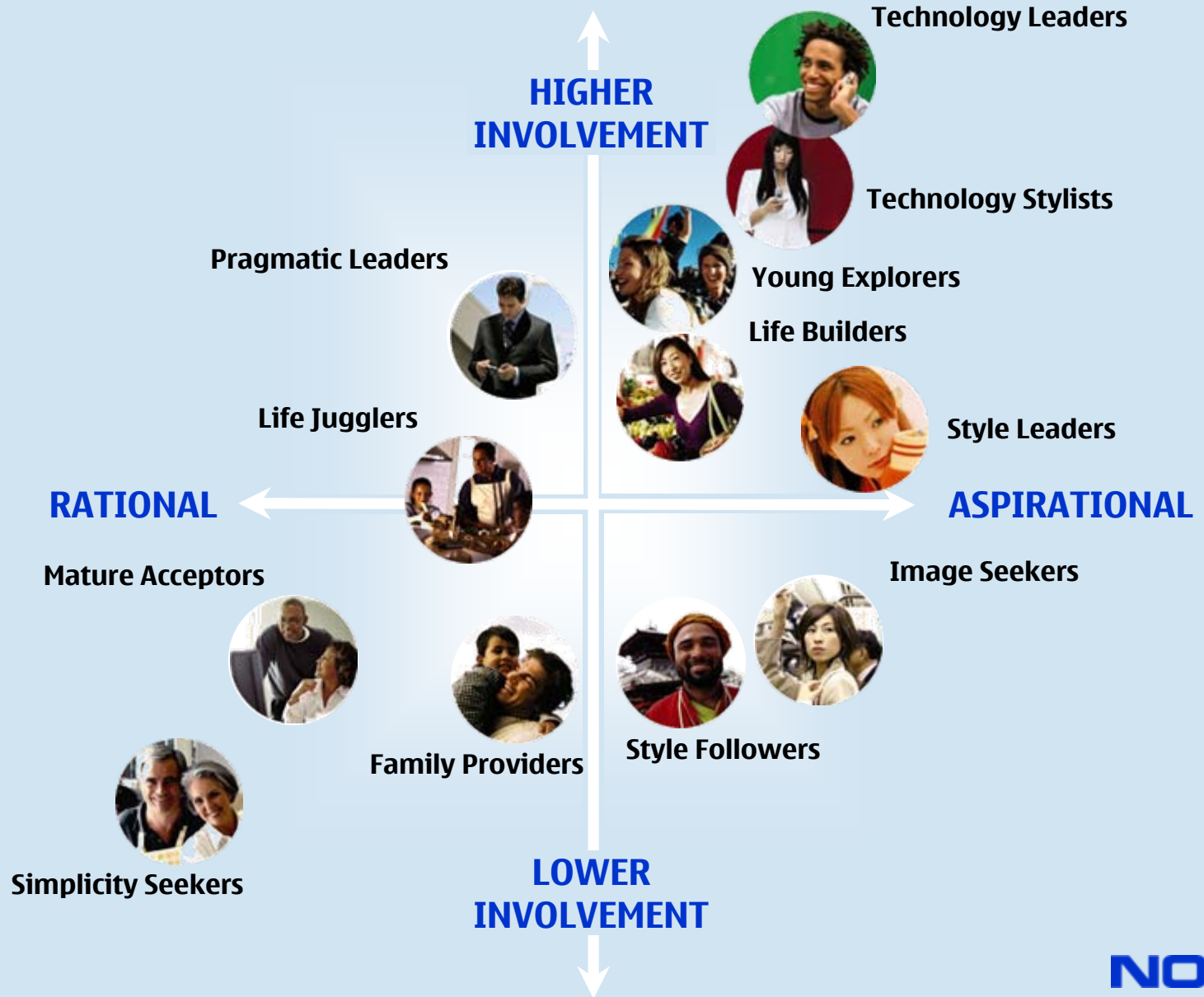
# **Environmental Trends**



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# What Do People Want?

# Global Segmentation



# Global Segmentation

Technology Leaders

Nokia N82



Nokia N95 8GB



# Global Segmentation

Nokia 3110  
Evolve



Life Builders



A man wearing a grey scarf and a dark sweater is looking down at a silver smartphone he is holding in his hands. He is sitting at a table in what appears to be a cafe or restaurant, with a silver teapot and a glass of water visible in the foreground. The background is slightly blurred, showing another person's profile on the left and a dark blue wall on the right.

# Device **Portfolio** of the Future

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# Portfolio Development



2006



2007



Stronger portfolio

More experiences

Evolved design

Lower cost

UI

2008

# Music Experience

Great music experience for consumers looking for advanced music features

Driven

Stylish mobile phones with good music experience

Enabled

MANY

MOST

200 million music enabled devices sold  
Approximately 75% of Nokia's devices have music players

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# Navigation and Mapping Experience

“Ready to go”  
Nokia  
Navigator



Enabled with GPS  
and Nokia Maps

Nokia  
Maps

Basic  
with maps

FEW

SEVERAL/  
MANY  
MOST



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# Ovi: One-stop Destination for Communities, Content and Nokia Services



Games



Music



Video & TV



Contacts



Maps



Photos



Internet



# Conclusions

**Portfolio not product.**

**Bringing mobile experiences to life.**

**Consumer understanding is key.**





Thank you.

**NOKIA**  
Connecting People