



It's Your World
Express It!

PRESS RELEASE

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Nokia Connection 2006: Extending leadership in mobility

New product categorisation model to drive Nokia's leadership in the next wave of mobility and convergence

Expands mid-range portfolio with launch of 5 new mobile handsets

Innovative network products and solutions for operators to drive growth in their markets

Nokia Connection 2006, Singapore - Nokia today unveiled its latest showcase of new products, services and solutions at Nokia Connection 2006. The two-day event, themed "It's Your World. Express It!", brought together close to a thousand mobile operators, business partners, industry analysts and media from across the globe to discuss market trends that impact the future of the mobile industry.

Each of Nokia's four business groups – mobile phones, multimedia, networks and enterprise solutions - introduced and shared exciting products, solutions and services with industry stakeholders, in support of Nokia's overall strategy towards new markets, convergence and growth.

At the event, Nokia introduced a renewed category model of approaching its product segmentation – driven by a unique, in-depth understanding of consumers' beliefs, values and attitudes. Nokia's consumer study, the most comprehensive research of the mobile industry to date with 42,000 interviews with consumers in 16 countries across the globe, provided the insights for Nokia's category renewal.

"The category renewal will be fundamental to the way Nokia approaches its customers and consumers, and addresses their needs. Having the best consumer understanding in the industry is vital to our whole business – from initial product designs through to sales and customer care," said Robert Andersson, Executive Vice President, Customer Market Operations, Nokia, "This is an integral part of Nokia's strategy to connect the next billion mobile users, to realize the potential of digital and internet convergence, to bring about enterprise mobility and to address new business models with our operator customers to capture new growth."

Worldwide launch of 5 new mobile handsets

At the event, Nokia unveiled five new products for different consumer segments, strengthening its mid-range portfolio in WCDMA, GSM and CDMA protocols.

The new Nokia 6151 is a WCDMA-enabled phone with a 1.3 megapixel camera which offers consumers an easy to use 3G model at an affordable price. Another new addition is the new Nokia 6080 – designed with style and complemented with relevant features for one's lifestyle needs. Adding to Nokia's entry portfolio is the new Nokia 1110i, offering a range of useful features for messaging and time management.

To meet the demands of the CDMA markets, Nokia introduced the Nokia 6275, a mid-range model that provides a strong suite of features, including a 2 megapixel camera, in an attractive, well-balanced design. The Nokia 2875 offers a range of fun features, including video ring tones, video streaming, an FM radio and more. The Nokia 2875 is one of Nokia's most affordable CDMA models offering a 1.3 megapixel camera.



Nokia Connection 2006

Enabling operators to drive growth in new markets with exciting solutions and services

Reflecting the growth of emerging markets like India, Nokia's Networks Business Group announced its Managed Services business will be led from India effective July. Managed Services will keep a significant presence in Finland. The key driver for this move is to leverage India's knowledge base and growth dynamics, the existing outsourcing industry ecosystem and its strong innovation forces. Nokia believes that this will support the accelerating growth of our Services business globally.

Another exciting MS development is that the Nokia Global Networks Solutions Center in Chennai, India is now fully operational and on track to support operator customers across the globe. The Solutions Center will perform network operation tasks for selected operator customers in the Asia Pacific region as well as Europe, the Middle East and Africa, and play a key role as part of Nokia's expanding and innovative managed services offering.

Nokia is a leader in HSPA technology, with many operators already having opened HSDPA networks using Nokia's HSDPA solution. Today, Nokia launches the Nokia Pico WCDMA Base Station, to allow network operators to fully leverage the performance benefits of HSPA and capture more indoor network traffic, thus enhancing operator revenue opportunities.

In addition, Nokia introduced the operator-hosted Nokia Business Communication Solution, which gives businesses the chance to provide their employees with a rich, access-agnostic calling experience using the same advanced voice services with a variety of fixed and mobile devices. The Nokia Eseries business optimized devices (Nokia E50, Nokia E60, Nokia E61 and Nokia E70) can all be used to access services provided by the Nokia Business Communications Solution

Another solution for operators we are highlighting is the Nokia Unified Charging Suite 2.0, a highly flexible convergent charging solution for charging for services in real-time, regardless of whether subscribers are post- or prepaid, are using voice or data services, or are accessing via fixed or mobile networks. These solutions are important new additions to Nokia's Unified Core Networks portfolio of solutions for fixed and mobile.

Accelerating enterprise mobility with Nokia for Business

As a part of the Nokia offering on show, Intellisync Wireless Email is a full-featured email solution for businesses either as in in-house or operator-hosted solution, providing employees easy access to their email, calendar, contacts, notes and task lists. The Intellisync Wireless Email supports a wide range of mobile devices including Palm, Pocket PCs, and Symbian devices.

On show for first time in Asia Pacific, the recently introduced Nokia E50 business device offers easy to manage, secure and cost efficient business class voice communication and email capabilities for all employees. The Nokia Eseries offers the most compelling business devices portfolio incorporating Nokia's view of functional design and enterprise IT requirements.

Exciting developments for developer communities

Nokia introduced today the Nokia Content Discoverer on-device portal solution, embedded in millions of Nokia devices based on S60 and Series 40 currently available in markets worldwide, as the core technology platform for enhanced discovery and download of high-quality global and localized mobile content and applications. Nokia Content Discoverer affords mobile subscribers easy access to downloadable content through a collection of shopping mall "stores" run by their mobile network operator, leading content aggregators and branded content providers.

Nokia and SingTel, Asia's leading communications group launched the SingTel / Bridge Mobile Alliance Games Challenge 2006. With Forum Nokia as its exclusive partner, SingTel / Bridge Mobile Alliance is inviting all Forum Nokia PRO members to take up the challenge to create high quality cross-platform or multiplayer Java games.

Over the two-day event, Nokia will organize programmes tailored for the media as well as its operator customers, business partners and industry analysts to discuss key trends and issues relating to the industry, providing the platform for open dialogue and exchange of ideas to stimulate growth and realize the opportunities that lie ahead.

About Nokia

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

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Please visit the Nokia Connection 2006 event press pages at www.nokia.com/press/nokiaconnection2006 for all event related press releases, photos, fact sheets and other press material.

For broadcast quality video material, please go to www.nokia.com/press/broadcastroom, where soundbites and other video material from the event will be made available for downloads.

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