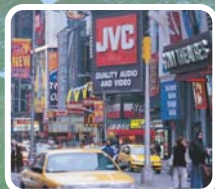
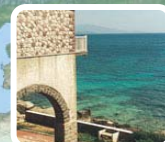


Location tagging

Thanks to digital technology, people have more photos to share with friends and family or online communities than ever before. When high-resolution cameras became a popular feature on mobile devices, this trend grew even faster. Increased data speeds via WLAN or HSDPA make sharing pictures directly from the mobile device – without a PC – even more instantaneous. Images from a music concert, holiday travel or a shopping spree can be shared immediately, often before the event has come to a close.



Taking the next steps in convergence, Nokia introduces a range of mobile devices that combine excellent photography capabilities with built-in GPS (Global Positioning System).



Pictures taken with handsets such as the Nokia N78 can be automatically location tagged, adding location information (metadata) to the photo you just took. The metadata consists of latitude and longitude and, once enabled in the settings of the device, the GPS coordinates are automatically included when storing photo information. When consumers upload these location tagged photos to a website, such as Share on Ovi, Flickr or Google Earth, they can share the picture placed on a map at the same time.

Once the photos have been uploaded, friends and family can follow along on their relative travelers by “watching” photos taken during the journey. It’s much more immediate than sending a postcard by mail.



In the past, location tagging a picture would have been a complicated method of synchronizing a separate camera and GPS device. However, Nokia has introduced several mobile devices with a camera, GPS technology and location tagging functionality. Organization of the photos is automated and intuitive, making it easier to file, save and share photos.

Location tagging can help anyone find a wide variety of location-specific information online. For instance, if you are thinking of going to a certain beach for holiday, you can search images taken near that beach by clicking on the beach on a location tagged map. Location tagging-enabled information services can also potentially be used to find location-based news or websites.

Nokia devices currently enabled with location tagging technology include: Nokia 6220 classic, Nokia N96, Nokia N78 and soon the Nokia N82. There are a number of applications that can be installed on other compatible Nokia devices to enable location tagging as well. For example, Nokia released a Beta application called Nokia Location Tagger in January 2008 that works on Nokia devices like the Nokia N95, N95 8GB, N82, and E90 using the integrated GPS.

Nokia’s commitment is to empower mobile devices with emerging technologies while keeping them easy to use and applicable to consumer lifestyles. Location tagging is the latest in a long line of these technologies that Nokia has made more accessible to consumers worldwide.

