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Nokia approach to convergence and Internet services

The big picture – context sensitive Web – always with you

Content digitalization and Internet services are changing the world around us. Today, people expect immediate access to entertainment and information, whether to purchase content, communicate or participate to web 2.0 communities.

Mobile devices are becoming a popular platform – the ‘fourth screen’ – for people to enjoy digital content and share their experiences. High end mobile phones have evolved to multimedia computers that offer the functionalities of many portable single-purpose devices (camera, music player, pocket computer, GPS and more) in a multi-purpose converged device that is always with you and always connected.

According to our consumer research, making phone calls represents only 12 percent of the time a Nokia Nseries device owner uses his/her device during the day – the remaining 88 percent is spent on other activities (e.g. listening to music, taking and uploading photos, web browsing, email, messaging, etc). We expect this trend to expand to hundreds of millions of people as advanced devices become more affordable in emerging markets.

As a result of the digital convergence, Nokia is today the world’s largest manufacturer of digital cameras, music players and computers. In 2007, Nokia expects to ship 140 million music devices and 200 million cameras. Nokia has to date over 50 million Nokia Nseries multimedia computers and Nokia has 50% market share of the global converged devices market. Nokia expects the global converged device market to reach 120 million units in 2007 and 180 million units in 2008.

Internet driven connected experiences

Because mobile devices are becoming an important interface to internet services, we want to offer people a richer, more complete experience. People need to have easy access to the content they want, as well as a seamless experience in connecting their device to their personal computer.

As a result, Nokia is focusing on offering services that make it easy to find great content (e.g. the Nokia Music Store) as well as providing an easy way to connect your Nokia device with your PC via the Ovi Suite for PC.

We also want to take full advantage of the broadband connectivity in Nokia devices. That connectivity makes it possible to update your Nokia Maps information on the go, or to share photos and videos through web communities.

The consumer is our compass

Nokia internet services are founded upon a rich set of consumer insights, dialog and feedback collected through various consumer researches. We have studied where people keep their media - online, on their PCs, or on their mobiles; focused on understanding the services they use and the service brands they trust; and focused on the different ways people fuse their mobile with their online life.

Based on the consumer feedback and dialog, we will evolve our services in rapid cycles. For example, the Nokia Maps application was originally launched in March 2007 and in December 2007 we already have the third version of the service. Consumer and partner feedback have been key drivers for our development work during the past eight months.

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Best of breed individual services

Ultimately, we want to offer people a complete suite of services that empowers them to take most out of the web, while having individual services that offer a clear and rich user experience.

In 2007/2008, our approach is to bring individual services to market and start acting on the feedback. Then, we will integrate the different services into the Ovi environment across mobile, online and on PC. We can create unique experiences by linking services together. For example, we will fuse Maps with Photos to enable people share and view their media according to location.

The first Nokia services are live today including:

- Nokia Maps offers search, routing, city guides and turn by turn voice guided navigation.
- Nokia Music Store offers more than 2 million tracks from both major and independent labels; international and local artists. Browse, download, stream and sync either to your PC or download directly to your mobile device.
- N-Gage games service (going live in December 2007) brings exceptional games developed by leading publishers such as EA Mobile, Gameloft, Glu Mobile and Nokia. N-Gage makes it easy to find, try and buy compelling and connected mobile games.
- Nokia Intellisync Email solution offers a cost-effective solution for extending wireless email beyond the executive suite by leveraging the broad availability of standard mobile phones.
- Web communities, including Widsets and MOSH, as well as more than five million software downloads per month through the Nokia Download! service.

Openness is in the Nokia DNA

Nokia has always supported open standards, collaboration and openness. Our heritage is in communications where open standards have always been the key principle for cooperation. Openness ensures healthy competition and that consumers have access to innovation from multiple companies.

S60 on Symbian OS is the world's leading converged device software, with 53% share of the market (Canalys, Q2 2007) and over 100 million S60 devices have already shipped by all licensees, including Nokia, Samsung and LG. Today, S60 leads in providing the best internet experiences on mobile - including widgets using familiar Web technologies and a true Web video experience by integrating Flash Lite 3 with Web Browser. We implement standard Internet technologies in our devices (Java, Flash, widgets, web runtime, OMA DRM) and empower third parties to innovate on top of Nokia devices.

Openness is also at core of our Internet services strategy and the Ovi services environment. Ovi is not a Nokia portal for content aggregation. Ovi is an open dashboard that empowers people to link to all of their existing web communities and Nokia services – enabling people to shape the Ovi experience according to their own preferences.

We're partnering with a number of leading internet players including Google, Yahoo! and Microsoft as well as the global and local web communities such as Flickr, Skype, YouTube, baidu (China), Ikbis (Middle East). We will provide open APIs to the Ovi environment and use other communities' APIs to enable people to link their various services to Ovi as they want it.

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We're also partnering with mobile operators in Ovi services. We strongly believe in co-existence of Nokia and operator services in Nokia devices. Vodafone and Telefonica are the first operators that have announced cooperation agreements with Nokia around the Ovi services. We will customize the device UI, as well as co-operate in billing to ensure that there is easy access to both Ovi and operator services from the Nokia device.

Ease of use through consistent UI on mobile and PC

The User interface is a key element in offering great experiences to people. Nokia is well recognized for creating easy to use devices. As our devices have become multitasking converged devices, we're taking incremental steps to bring new ways for people to interact with their device. Nokia N81 and Nokia N95 8GB are the first Nokia products to show the way for the future development of the UI.

In this UI we have created key 'experience suites' (music, photos, maps, games, videos, Internet, contacts) that enable people to discover and enjoy all of their content, the Internet and share their experiences with others in flexible ways. During 2008, we will introduce continuous enhancements to the device UI to make it even simpler for people to take most out of their device and services.



These same 'experience suites' are also present in the Ovi online and Ovi Suite for PC environments. The consistent usage of the experience suite icons helps people to navigate across experiences and makes it easy to move between the mobile device, service or the PC.

Nokia can offer people easy to use and exciting experiences as we integrate Ovi deep into the user interface of our mobile devices. Nokia is in a unique position to do this thanks to our industry leading volumes and ownership of the hardware, user interface and services.