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## Ovi – your personal dashboard to life

Ovi enables people to easily access their existing social network, communities and content, as well as acting as a personal dashboard to your life. With the launch of Ovi, Nokia delivers the next stage of its promise of 'connecting people'. Ovi is an open environment where people can link to their existing web communities, feeds and content. Ovi empowers people to define and shape the Ovi experience according to their own preferences.

Ovi enables people to connect, manage, and share their mobile and online activities. Ovi comes to life through the various 'experience suites', for example, maps, music or games. The same icons are used no matter how you connect to Ovi – whether through your PC or directly from your mobile device. This creates a simple and familiar way for people to navigate across services and manage their media and contacts.

The first Ovi services are now live and we are taking the opportunity to create an active dialog with our customers, listening to feedback and evolving our internet services to reflect what people want. Ovi services will gradually be rolled out across the world, with some services available globally from the very beginning (e.g. Nokia Maps), while other services will be rolled out on a country by country basis due to content agreements in local markets (e.g. the Nokia Music Store).

Ovi will exist in three environments: mobile device, PC and the web. Based on the rich consumer research we have conducted, people want to create, manage and share their media and interact with their friends and communities in both a mobile, PC and online environment.



## Ovi.com – a single spot for all your activities

Ovi.com is the dashboard to Nokia and other web services. The experience suites icons on top of the ovi.com page are entry points to various Nokia services. On the personalized ovi.com home page, you will be able to follow your media streams and contacts all in one place. The goal is to bring all your media and people together. Either take a quick look at what's new, or dive in deeper to find something specific. With maps, we will enable people to put their media, friends and services in context. You will have a single Ovi account that gives you access to all Nokia services from your personalized home page.

Ovi.com is currently in internal beta and will be open to the public during the coming months. In the first phase, we will bring some of the Nokia services and selected personal information to ovi.com. More features will follow in spring, such as Nokia Maps and the possibility to add external services (e.g. Flickr photos) and feeds to your personalized ovi.com home page.

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## Ovi Suite for PC

While Ovi.com is about managing your online media and activities, Ovi Suite for PC is about managing your media offline on your PC, as well as between your PC and your mobile device. The familiar experience suites icons at the top of the application are entry points to the various applications offline.

Synchronization is one of the key functionalities of Ovi Suite for PC. You can synchronize your data and content between your Nokia device and your PC by clicking the 'one click sync' button. You can also easily post media to your favorite web communities by dragging and dropping the selected photo to the 'share online' box.

Once your content is on the PC, you can see all your photos, music, videos and messages in the 'Explore' view. This view is based on a neural network that calculates the connections between the items. It can link photos, videos and music together based on time or place. If you want to see your photos and videos in a more linear manner, you can create a timeline with the Nokia Photos application.

The Nokia Music player is another key application, allowing you to play your music, browse and edit playlists, access the Nokia Music Store and synch your music collection with your mobile device. The Nokia Maps loader is also accessible from the Ovi Suite for PC and enables you to add new map data to your mobile device. Ovi Suite for PC is currently in internal beta and will be available to the public during the first half of 2008, with additional features being added on a continual basis.

## Ovi on mobile

Ovi is an integral part of the new multimedia menu that is being rolled out to the Nokia device portfolio, starting with Nokia Nseries devices. Again, the familiar experience suite icons help you navigate across the various applications.

Suites combine multiple functionality and applications under a single icon. For example, under the Music suite you can access and listen to your music collection, edit playlists, launch the FM or Internet radio, listen to podcasts and naturally access the Nokia Music Store or other music stores.

The first version of the new multimedia menu is available in the Nokia N81 8GB and Nokia N95 8GB, with more devices and tighter integration with menu features coming during 2008.

