



**NOKIA**

**New Year's Eve**

HONG KONG MUMBAI BERLIN RIO NEW YORK

## Top international artists begin countdown to “Nokia New Year’s Eve” in five party capitals of the world

**The Black Eyed Peas, Scissor Sisters, Nelly Furtado, John Legend, Sugababes, Atomic Kitten, Ludacris, Rihanna, KT Tunstall, Sergio Mendes, among others, scheduled to perform**

On December 31st, Nokia will connect millions of music lovers from around the world as they count down the final minutes of 2006. Nokia New Year’s Eve, a global music event stretching across four continents, will feature numerous international artists entertaining audiences at New Year’s celebrations from Hong Kong to Rio de Janeiro. Those unable to attend in person can experience the party via television or the internet.

Nokia New Year’s Eve will begin at Hong Kong’s Ocean Terminal with Atomic Kitten topping the bill and making their first international appearance since splitting in 2004. An impressive roster of local stars, including DJ Jamaster A, Eason Chan, Grasshopper, Hacken Lee, Joey Yung, Josie Ho, Jun Kung, Paul Wong, Soler and Twins will also perform. Additionally, Hong Kong music fans will be able to stream the live concert footage direct to their mobile thanks to a select group of local operators,

Moving west, Mumbai’s Andheri Stadium is the site of the next Nokia New Year’s Eve celebration, with internationally acclaimed Nelly Furtado headlining the night. Indian music legend AR Rahman will also appear as well as Bollywood stars Priyanka Chopra, Shahid Kapoor and Koena Mitra.

With more than one million party-goers expected, Berlin’s Brandenburg Gate will be the biggest Nokia New Year’s Eve celebration. Scissor Sisters and Sugababes will be on hand to entertain the crowd.

Ipanema Beach in Rio de Janeiro will be the spectacular setting for performances by the Black Eyed Peas, John Legend, Brazilian music legend Sergio Mendes and Brazil’s DJ Marlboro.

The night will round off in New York and feature performances from Rihanna, Ludacris and KT Tunstall appearing in “Dick Clark’s New Year’s Rockin’ Eve 2007”.

At each Nokia New Year’s Eve celebration, Nokia will also offer music lovers several innovative ways to use their mobile phones at the events. Before each event and throughout December 31, party-goers can send text or picture messages via their mobile phone to have their message or picture displayed on the giant screens onstage. Messages can also be uploaded at [www.nokianewyearthve.com](http://www.nokianewyearthve.com), enabling people to connect with other party-goers around the globe.

Mobile phone users can also download event details, content clips, and instantly connect to Nokia New Years Eve by entering [nokia.mobi/newyearthve](http://nokia.mobi/newyearthve) on their mobile phone browser. In addition, at each event, party-goers can access a wide range of free content for their mobile phone, including wallpapers, links, gig guides, ringtones and artist content, simply by turning on their Bluetooth and being in the vicinity of one of the Bluetooth zones set up at the events.

"We are excitedly counting the hours to the most anticipated party of the year -- Nokia New Year's Eve," says Jo Harlow, Senior Vice President of Marketing for Nokia. "Not only does Nokia New Year's Eve promise to be the biggest New Year's party in the world this year, it leverages the power of television, the internet, live events and the world's most exciting music artists to get people talking, sharing and celebrating on one incredible night."

Speaking about the event, Scissor Sisters' singer Jake Shears said "We're damn thrilled to be playing Nokia's world wide music party. It should be a helluva good time."

To orchestrate this unique global celebration, Nokia has enlisted the services of Harvey Goldsmith CBE, the producer of Live Aid and Live8. "This is an exciting and ambitious project and the first time that New Year's Eve will be celebrated as a global music event," said Harvey Goldsmith. "Nokia New Year's Eve will feature international and local artists with live broadcasts on New Year's Eve as well as a New Year's Day TV special to be aired globally. I am delighted to be on board."

Nokia New Year's Eve looks set to be the world's biggest New Year's party of 2006 with the five events expected to have a combined attendance of 1.3 million and an anticipated global television and Internet audience of 150 million.

For the latest information, visit [www.nokianewyourseve.com](http://www.nokianewyourseve.com).

Press photos, artist info and other information for the press available at:  
[www.nokia.com/press/nye](http://www.nokia.com/press/nye)

Broadcast material available at Nokia Broadcastroom: <http://www.nokia.com/A4126678>

#### **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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