



**NOKIA**

**New Year's Eve**

HONG KONG MUMBAI BERLIN RIO NEW YORK

### **"Five Cities, One Party"**

**Nokia organizes the biggest New Year celebration in the world, with parties in five large cities**

**After 28 years away from the Brazilian scene, Sergio Mendes will play in the Rio party, where other artists, such as Black Eyed Peas, DJ Marlboro, among others artists.**

Rio de Janeiro, December 5, 2006 – Nokia has chosen a singular way to celebrate the turn of the year on December 31 – connecting millions of music fans from all around the world for the countdown to 2007. The Nokia New Year's Eve, a global music event taking place in four continents, will gather famous artists to celebrate the New Year in different corners of the world, from Hong Kong to Rio de Janeiro.

In Rio de Janeiro, people will have free admission to the concert at Posto 8, in Ipanema. In its debut in Rio de Janeiro, the project will bring famous artists like the Black Eyed Peas, the American singer John Legend, winner of 3 Grammy Awards, and Brazilian pianist and composer Sergio Mendes, whose last album "Timeless" has been produced by will.i.am, from The Black Eyed Peas. Living in the United States since the 60's, Sergio Mendes has not played in Brazil over 28 years and will be the first time he will perform to the *cariocas* (people from Rio) in a free concert.

The musical sequence includes in the concert the Brazilian DJs Marlboro and Nado Leal, the band Funk'n Lata and the percussionists from Acadêmicos da Grande Rio *samba school*. This line-up aims at setting a festive climate, typical of the *carioca* New Year's Eve celebration, one of the most famous in the world, and promoting a cultural interchange between Brazilians and people from the other countries participating in the Nokia New Year's Eve.

For Sergio Mendes, the emotion to come back to Brazilian stage after 28 years has debut flavor. "It's an incredible emotion plays at Ipanema's New Year's Eve and be part of this big show, beside of my partners Black Eyed Peas. It's a pleasure be able to show my music to a new generation, in one big party like Nokia New Year's Eve, open to public, free admission, on the beach."

DJ Marlboro talks about his debut in Rio's sand at New Year's Eve. "It's the first time that I play in an open event at Rio New Year's Eve. It's too emotionally being able to feel the energy of the *cariocas* on the beach in this occasion. I never imagine that one day I will play in the same stage as Sergio Mendes, my idol since I was child. It's a enormous pleasure share a night with him and the others artists participating in the party, in one event as Nokia New Year's Eve, open to public".

The stage will occupy a 30 x 35 m area on the sand at Posto 8 (Avenida Vieira Souto) and is expected to receive 250 thousand people, a number that can reach 500 thousand if we consider the audience turnover, for approximately nine hours of music. The concert is planned to start at 7 pm on December 31, 2006, going to as late as 4 am on January 1, 2007. The Nokia New Year's Eve in Rio is being organized by Nokia in partnership with the Rio de Janeiro city administration, under the coordination of Riotur.

## Connecting People around the World

Those who cannot make it to Ipanema on December 31, can watch the live broadcast of the party on TV or on the internet. Four big screens will be placed around the stage so that, during the break in Rio, the audience can watch flashes of the parties taking place in the other countries and vice-versa, in a true global communion through music. Two international artists have confirmed they will be performing in other countries: Nelly Furtado, in Mumbai (India), and Scissor Sisters, in Berlin (Germany)

In order to really show how people are connected on this special day, Nokia will pre-record video messages from people in the audience and show them on the big screens put up for the Nokia New Year's Eve. This way, people in Rio can send their messages to people in New York, Hong Kong, Mumbai, and Berlin, and vice-versa. Also, during the concerts, one of the screens will show text messages (SMS).

Another mobile service provided by Nokia in Ipanema – and in the other four cities, as well – will be four 100m-range Bluetooth towers, allowing the audience to download the project content.

Nokia New Year's Eve wishes to throw the worlds biggest 2006 New Year's Eve celebration, with five events, with an expected attendance of 1.3 million people and 150 million more expected to watch the event on TV or on internet globally.

## Special Promotion

In order to get customers to participate, Nokia launched on November 27 a cultural contest, where contestants must answer the question: "How can music connect your mobile phone with the world?" The contestants with the most creative answers will get:

1<sup>st</sup> place: 1 trip for two to Rio de Janeiro, 2 tickets to the Nokia New Year's Eve VIP area, and 1 Nokia 3250 mobile phone.

2<sup>nd</sup> place: 1 Nokia 3250 mobile phone

3<sup>rd</sup> place: 1 Nokia 3250 mobile phone

This promotion ends on December 12. The participants of this competition must be enrolled at the website [www.nokia.com.br/anonovonokia](http://www.nokia.com.br/anonovonokia).

## Structure of the Nokia New Year's Eve

Nokia New Year's Eve *Concert time in Rio de Janeiro*:

*7 pm – DJ Nado Leal*

*7:30 pm – John Legend*

*8:30 pm – Sergio Mendes*

*9:30 pm – DJ Nado Leal*

*9:40 pm – DJ Marlboro*

*11 pm – Funk n' Lata*

*11:55 pm – Nokia Sound Track*

*00:02 am – Black Eyed Peas*

*1:15 am – Acadêmicos da Grande Rio*

*2 am – Surprise show*

## THE NOKIA NEW YEAR'S EVE

Date: December 31

Time: from 7 pm on

Place: Ipanema Beach / Posto 8

Address: Avenida Vieira Sout, s/n

Admission: Free

For further information, visit: [www.nokianewyearthseve.com](http://www.nokianewyearthseve.com)

Photos, artists' biography, and other press information are available at: [www.nokia.com/press/nye](http://www.nokia.com/press/nye)

Media material can be accessed at Nokia Broadcastroom: [www.nokia.com/A4126678](http://www.nokia.com/A4126678)

#### **About Nokia**

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