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**What is Nokia Lifeblog?**

Nokia Lifeblog automatically organizes your memories and conversational content – photos, videos, text messages, multimedia messages, and notes – into a chronology that you can easily browse, search, and share. Nokia Lifeblog drives the creation of mobile multimedia by offering the best environment to enjoy it – the fusion of a private diary and a weblog.

Nokia Lifeblog stretches over three platforms. With Nokia Lifeblog on your mobile phone, you can browse all your memories, regardless of the content type, on a single timeline. With Nokia Lifeblog on your PC, you can store and enjoy a lifetime of mobile memories on a longer timeline. You can easily publish your favorite moments on a compatible weblog – triggered from either the mobile or the PC.

**What is Nokia Lifeblog 2.0?**

Nokia Lifeblog 2.0 is the first PC photo album package specially designed to make use of Nokia Nseries' intelligent and connected multimedia computers. Utilizing the computing power of Nokia Nseries multi-use devices, Nokia Lifeblog 2.0 can place images in the context in which they were taken. This makes images easier to find and search – much of the effort of describing the picture is taken away as “tagging” happens automatically. The context also helps to bring a richer browsing experience: the images become part of a rich tapestry of items that make up your personal Timeline.

**Lifeblog on the mobile device**

Nokia Lifeblog on compatible mobile phones collects a timeline of pictures, videos, and text messages without any effort. The user can browse the content as they would a diary, add text notes, or share content straight from the application on the device.



Figure 1. Nokia Lifeblog – your multimedia diary

**Compatibility**

Nokia Lifeblog is currently compatible with Nokia 3230, Nokia 6260, Nokia 6630, Nokia 6670, Nokia 6680, Nokia 6681, Nokia 6682, and Nokia 7610 phones, and Nokia Lifeblog 2.0 is compatible with all Nokia Nseries devices.



Figure 2. Nokia Lifeblog is part of the unique offering of all Nokia Nseries devices

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**Lifelog on the PC**

Installing the software on Windows PC enables you to store the content on the PC, free up memory space on your phone, browse your content on a bigger screen and more easily create longer text posts to a blog. The PC and mobile software work independently, but are complementary to each other.

All content in the same place, no hierarchies

Time is horizontal!  
Life is more than pictures

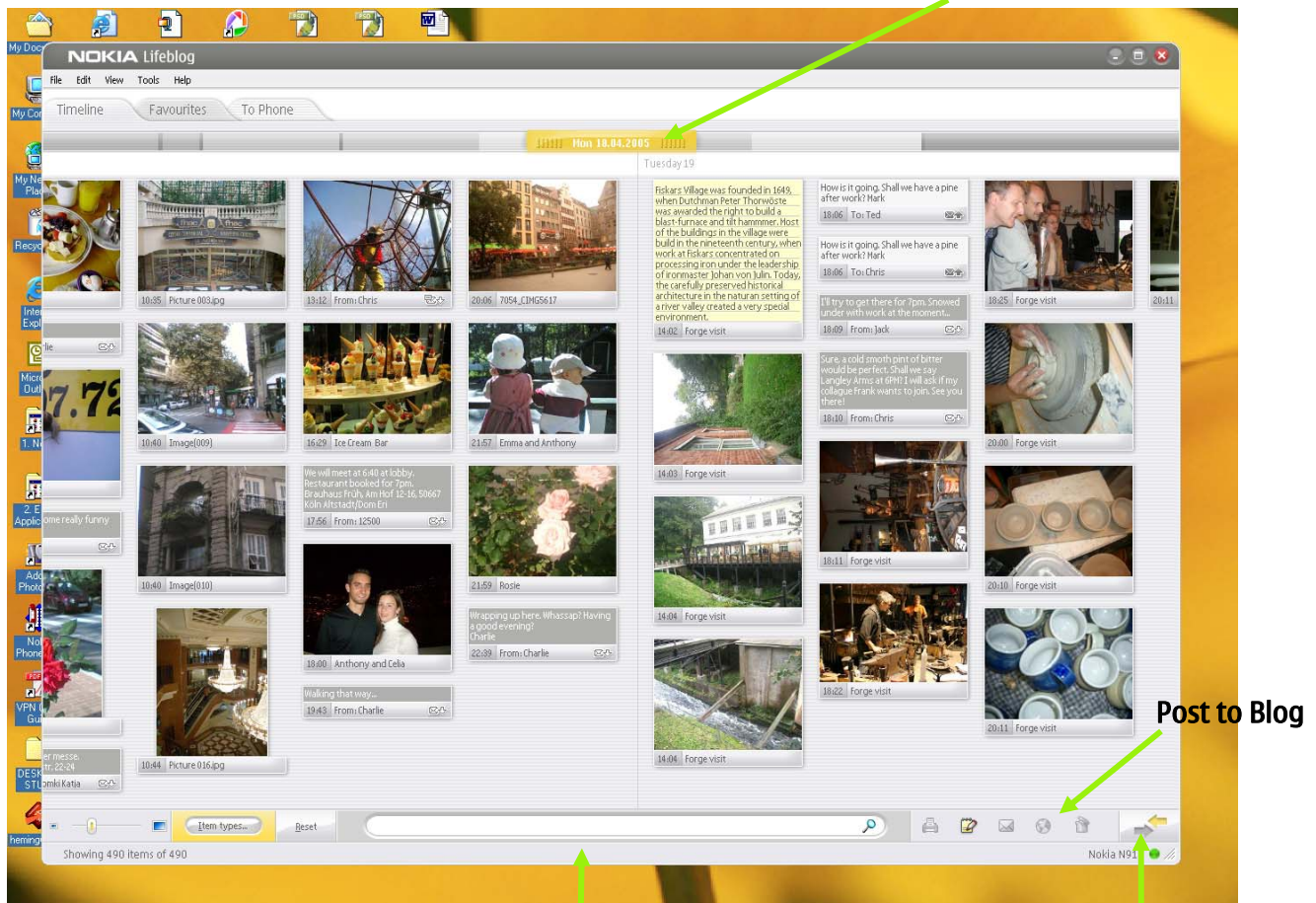


Figure 3. Nokia Lifeblog is easy to use

Powerful search

One button triggered synchronization

**Lifelog and Moblogging**

A blog, a short form for weblog, is a personal journal, which can consist of text, images, and other multimedia that is frequently updated and intended for the general public or for private audiences. Mobile Blogging, also called moblogging, is the act of posting text and photos to a weblog from a mobile device. Nokia Lifeblog provides the mobile blogging experience, enabling the sharing of a user's personal content online from a PC or straight from the phone.

For more information, please see [www.nokia.com/lifelog](http://www.nokia.com/lifelog).

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Figure 4. Nokia Lifeblog is an appealing, optimized, and usable way to post to blogs



Post editor after selecting the content to post

Text formatting: title, caption & bodytext

Lifeblog timeline with blog-post content card

Mobile blog site with sent post

Nokia Lifeblog’s interface enables easy set up for formatting of the posts and also remembers where to post safely, so no sending to the wrong address. Multiple photos or videos can be sent, the content size is unlimited and metadata can be included in the post, offering a very flexible method for posting to the web from a mobile device.

**Benefits of Nokia Lifeblog**

**Consumers**

Lifeblog gives context to the photos and videos captured by a Nokia mobile device, automatically surrounding them with messages, notes and other useful information. Users can safely back up this multimedia diary to the PC, and the memories that one wants to share can be easily posted to the web. The blogs can be accessed via a password-protected area, or can be available for general access.

**Mobile Operators**

Moblogging is a compelling new application for operators to offer their customers, and it will further drive data traffic and increase ARPU. There is also revenue potential in hosting moblogs.

**Blogging service providers**

Blogs are unique modes of communications. Nokia has been working on the development of the ATOM standard to enable more blogging service providers such as SixApart to offer mobile blogging with Nokia Lifeblog. The ease of use can increase the usage of these services, and make people more likely to blog on the move.

**The key Nokia Lifeblog players**

**Nokia** – Nokia developed blogging clients for advanced smartphones to enable people to capture and share precious moments, to provide conversational content and memories that fit into the pocket. Advanced smartphones with blogging clients increase the amount of shareable content, and mobile and PC blogging complement each other, with proper integration driving more usage than mobile or PC alone.

**Six Apart** – Six Apart is the largest blogging service provider. Nokia Lifeblog is compatible with Six Apart’s online services LiveJournal and TypePad. **LiveJournal** is one of the leading online journal communities, and with 8 million accounts as of August 2005, **TypePad** is among the largest hosted web publishing platforms.

For more information, please see [www.nokia.com/lifeblog](http://www.nokia.com/lifeblog).