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Nokia launches WidSets, boosting Web 2.0 services on mobile phones

Espoo, Finland - Nokia today announced WidSets, a phone manufacturer-independent Web 2.0 service, that automatically multicasts preferred RSS feeds and user-generated content. With WidSets, Nokia highlights the power behind the evolution of Web 2.0 - the people, the content they produce and the social networks dynamics, facilitating how mobility enhances Web 2.0's use and enjoyment.

"Immediate access to information is expected by people today, thus we wanted to make it easy for everybody, from an individual blogger to a web service provider, to automatically have mobile access to website content," said Dieter May, Vice President and Head of Nokia Emerging Business Unit. "We also believe WidSets will be attractive to new users who are not so familiar with Web 2.0. The easiest way to get started is to visit the WidSets website at www.widsets.com, create an account, browse the Library, and start exploring the service."

WidSets allows users to build a Content Library, freely choosing from RSS feeds to blog posts to photo uploading sites that are multicasted to any new generation Java™ enabled mobile devices. WidSets keeps such content updated and forms a symbiotic relationship with the web, enabling both mediums to work as one.

WidSets is mobile phone browser-independent and comes to market with a vast array of features that truly put the user in the driving seat. Widsets Templates allow users to include their own websites or blogs, for their own private use or that of others they choose. Collaborative filtering allows the community to enrich the Widsets Library by providing suggestions for new content that a user did not know about. The WidSets User Interface uses a process of "choose and set" that makes Widsets operative within seconds. Best of all, signing up to WidSets is free of charge and using WidSets is optimised for minimal data consumption.

"We wanted WidSets to be fun to use, so we based the user interface on great-looking and dynamic mini-applications called widgets that automatically receive updates from websites that people normally visit several times a day," continues Dieter May. "Whenever the information on a community, blog, or news service is updated, the widget notifies the user about it, so that the information can be viewed right away, regardless of where the user is located. And if users can't find their favorite internet service on WidSets, they can easily create and publish widgets themselves, and share the content with others."

WidSets is about broadening media reach to mobile phones, including content and its community affinity. WidSets simply connects people to what they enjoy the most.

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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For further information on WidSets, please visit www.widsets.com

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