

Innovation in Business

Tom Henriksson

Director, Nokia Emerging Business Unit

October 3, 2006



Nokia Emerging Business Unit - Strategic Intent

**To build and scale new businesses
for Nokia by
turning innovation
into commercial success**

Near Field Communication (NFC)

NFC USE CASES



**Payment
&
Ticketing**



**Service
initiation**



Sharing

- NFC is an evolution of contactless and short range RFID technologies
- Enables easy and intuitive ways of using mobile phones with touch-based technology - operating distance of a few centimeters
- NFC Technology
 - Optimized for proximity transactions, as well as handovers to other bearers
 - Standardized in ISO 18092
 - Works in globally available 13.56 MHz range, data exchange rate between 106-424 kbps
 - Compatible with the existing and to-be-built contactless payment and ticketing card infrastructure based on ISO 14443 standard

NFC - an opportunity for new mobile services

- NFC enables new consumer services with mobile devices, ease of use is a key value proposition
- A significant momentum for NFC exists, and major stakeholders are involved
- NFC will be an ecosystem – new services, new business models, intersection of multiple industries
- NFC roll-out will be service driven
 - Payment and ticketing are the first applications
 - Rollout will start in cities with contactless card infrastructure
 - These locations will provide the natural starting point for Smart Poster infrastructure creation
 - There is a need for OTA services for the management of Secure Element applications of the NFC phone
- NFC creates new business opportunities to mobile operators, banks, retailers, transport operators, content providers, and great experiences for consumers

Nokia is the NFC market leader

- 2004 together with Philips and Sony announced the founding of **NFC Forum**.
- With the introduction of the NFC shell for the Nokia 3220 phone, **Nokia was the first in the world** to implement NFC technology
- An extensive participation in **the first NFC trials in Europe, North America and Asia**
- In June 2006 Nokia and Giesecke & Devrient announced an agreement with intent to form **a joint venture**.
 - The new company will provide services to the NFC ecosystem by enabling consumer applications, such as credit cards or transport tickets, to be securely and easily downloaded over-the-air to NFC enabled mobile devices

Today, close to 100 NFC Forum Member companies



Nokia 3220 phone with NFC shell



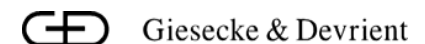
Nokia has the largest number of NFC trials



World's first commercial NFC deployment in 2006



NFC Joint Venture with





WidSets brings your favorite internet services to your mobile

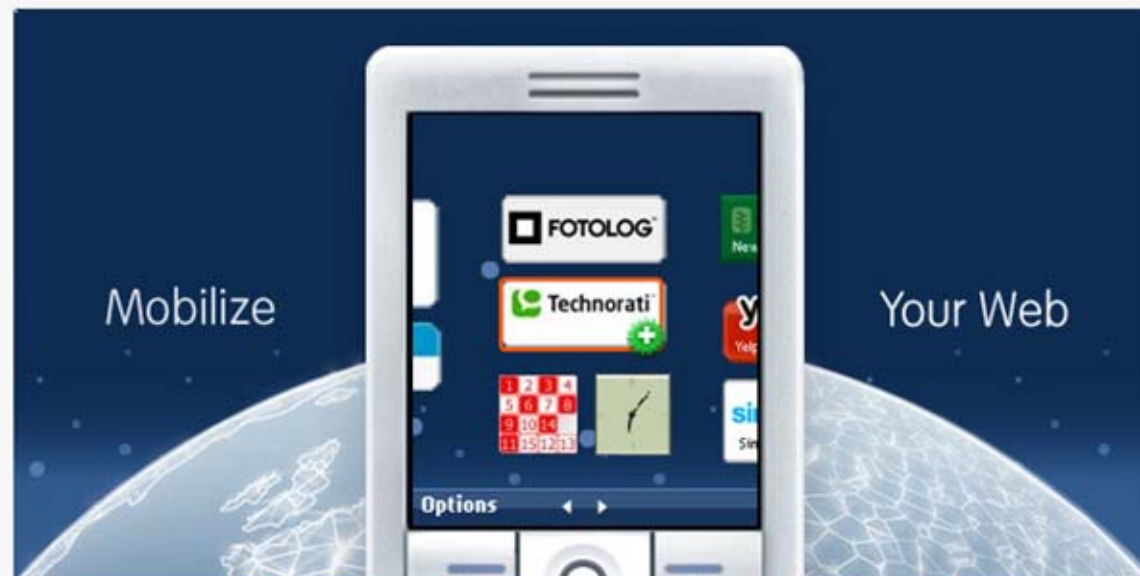
[Log in »](#)

or

[Sign up »](#)

Supported phones

WidSets supports Java-enabled cell phones. Not sure whether your cell phone fits the profile? Check if you can find your phone from [the most popular devices list »](#)



[News Junkies](#)



[Social Butterflies](#)



[Bloggers](#)



[Site Owners](#)

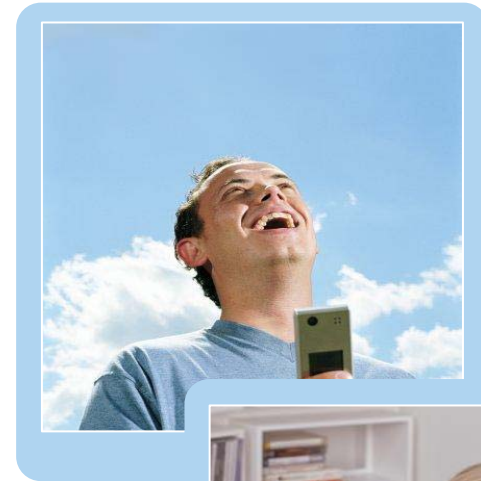


[Developers](#)

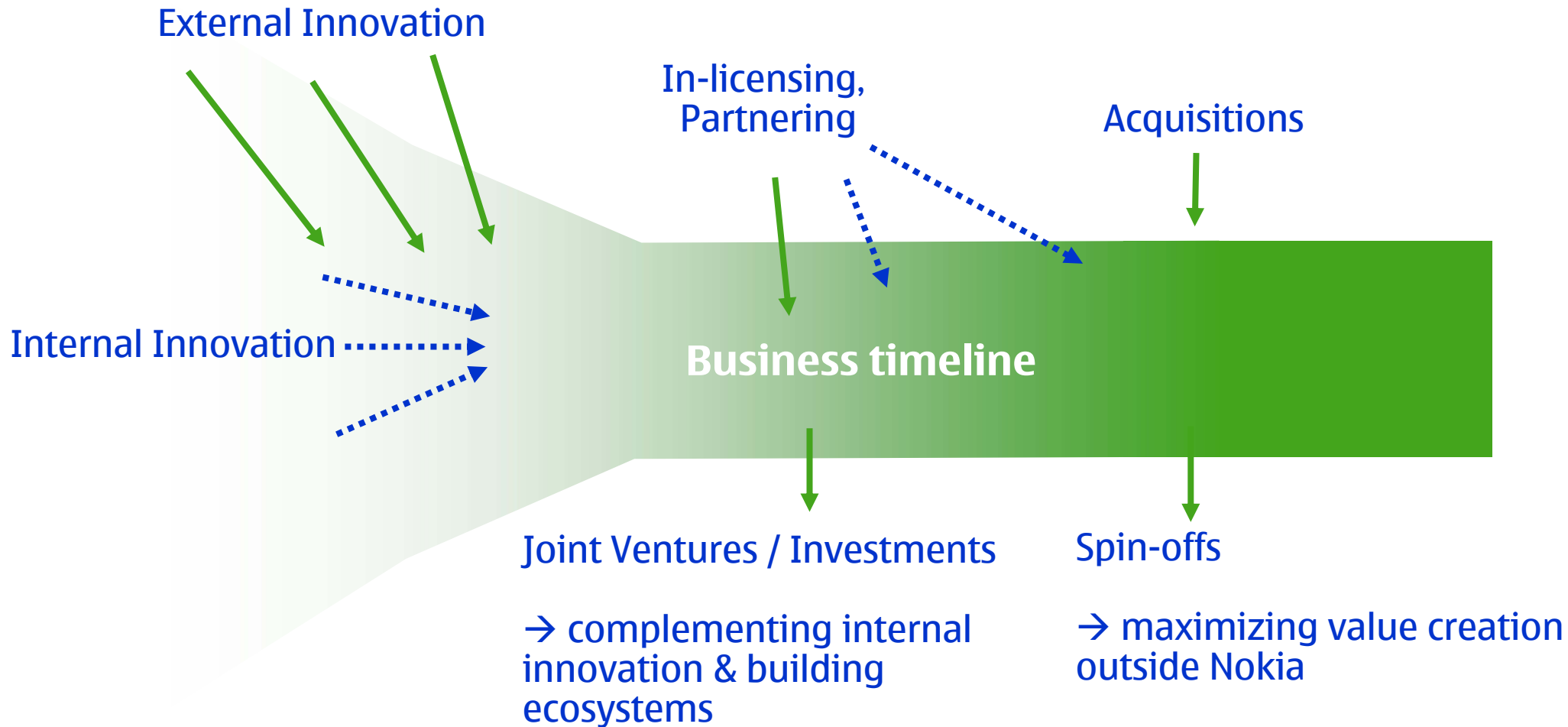


Your favorite services to your mobile

- Community-driven solution
 - Collaborative filtering
- User-created applications
 - Example: Create a widget for your own blog
- Choose and set
- Always-on and updated (push)
- Cost-optimized
- Easy to use, fun
- Works on your phone – Java MIDP 2.0
- Free



Ecosystem Play Through Open Innovation Environment



Summary

- Turn innovation into commercial success
 - Scale new business
 - Ecosystem play
- New business building in
 - NFC technologies
 - Device agnostic consumer internet services



NOKIA
Connecting People

