

## LEGENDS

The background behind the stories

[www.legendstelegraph.com](http://www.legendstelegraph.com)

Nokia is renowned as a leader in innovation and technology, whether in devices or our services. Behind every great innovation sits an army of engineers, designers, researchers. Each innovation has its own story, but how can those stories be told? Step forward Legends.

The technology marketing team behind the Legends (Jyrki Kallinen, Ross Lamont and David Mason) felt that technology marketing needed to take a new direction – telling stories that bring to life upcoming innovations, rather than just talk about the bits and bytes of the technologies. Much brainstorming and coffee consumption by the team sparked the Legends idea - inspired by urban legends, those tales that tell a story of something that seems just too good to be true. But in Nokia's case, unlike many urban legends, the Legends are very real.

Finding the source for the Legends wasn't difficult for the team. With hundreds of innovations to choose from, the challenge was deciding which ones should be made into legends. A theme was selected around contextual Internet, a key element of Nokia's business strategy, and several technologies short-listed.

Then the legendary scripts were written and then tested with key technology voices in the blogosphere. The concepts were always presented in English, but the team wanted the project to have a more global scope, so working with Nokia's communications team, Spanish and Mandarin Chinese legends were also created.

Selecting who would tell these stories also mattered. They wanted authoritative storytellers to narrate the legends, as if they were telling the story directly to you. They needed to have that feeling of "come and listen to this" for the films to be truly doing their job. Step forward Law and Order's Ron McLarty (English) and upcoming actors Vicky Luo (Mandarin) and Michael Colonnese (Spanish). Filming took place in Toronto in early August, with bloggers in attendance to make their own stories about the process.

During the summer, a huge exercise was undertaken to map out the campaign launch – engaging all the channels in Nokia that touch our key audiences – industry influencers and technology leaders. The campaign will be delivered through face to face channels – including press and industry analysts, at Nokia events (Nokia Open Lab, Evening with S60, etc.); and digital channels – Nokia.com Nseries.com, S60.com, MOSH, Forum Nokia, Nokia Conversations; and through blogger and social media word of mouth activation. Getting the campaign into the public eye is the culmination of well over 200 people's efforts.

The campaign site [www.legendstelegraph.com](http://www.legendstelegraph.com) is now live with the legends videos and links to detailed descriptions of the technologies behind the stories. To maintain a high level of interest, one legend can be customized to send to a friend; and more cryptically several puzzles have been included.



### The upcoming innovations:

#### **Traffic Works Research**

Providing accurate real-time traffic data for better navigation using the mobile device, enabling more efficient routes and improved travel time.

**Indoor Positioning Research**

Always know your current location within buildings where GPS normally does not work and find the people, places and things that matter to you.

**Connected Home**

Watch and share music videos stored in your mobile device on your living room TV. Play your music via home stereos controlling the volume level and playlists. Access all your home media remotely.

**NFC**

Simply touch your mobile to another mobile to share your picture or contact information or link your Facebook pages, touch it to a billboard to 'pickup' or get to the special offer, touch it to a reader as you enter the metro to pay for your trip.

**Nokia Multiscanner**

Translates text, helping you to understand foreign languages and avoid unexpected surprises when you can view the meaning in your own language e.g. from restaurant menus and signs

**Web Widgets**

Personalized Web widgets running on your Nokia mobile device are simple applications that combine the personal data you store in your mobile with the information available on the Internet.

**Mobile Journalism**

News and stories are being discovered and captured everywhere in the world, all the time. Mobile devices have freed us from physical ties to document the stories where they really happen.

**Sense your location**

View your position on the map in real time, whether driving or on foot. Move, and the map on the screen of the device moves accordingly, showing the direction in which you are heading.