

23rd October 2007

Nokia MOSH announces SEEK – the third dimension of User Generated Content for mobile devices

San Francisco and Oulu, Tuesday 23rd October 2007 – Nokia today unveiled SEEK, the third dimension of its mobile sharing site, MOSH. SEEK allows MOSH users to make requests for content they crave and the community can then respond with suggestions or custom created content answering the 'SEEK'. SEEK allows the rapidly growing, and global, MOSH community to connect with one another and to obtain content not yet available. Looking for a specific mobile application but can't find anything close? Visiting Amsterdam and want a great mobile map? How about video of a specific dive in the Maldives? SEEK it.

SEEK is the third dimension in the evolution of MOSH. The first dimension was the ability to upload and share content with a global audience; the second was downloading and customizing your device; now SEEK provides the ability to seek content and interact with the community, SEEK will tap into the power of the MOSH community and provide customized responses to people's mobile needs.

Officially launching on December 14, an exclusive demo of SEEK will be seen at CTIA Wireless in San Francisco October 23rd through October 25th.

MOSH, short for mobilize and share, has seen more than 6 million downloads since its beta launch on 9th August. MOSH was built from the ground up with mobility in mind and its seamless web and mobile integration has facilitated rapid growth with 80% of all downloads happening through mobile browsers. MOSH allows content creators and technology leaders to post their content to a global audience. Focused on the sharing of mobile content, MOSH is intended for all mobile devices and is not Nokia specific.

"MOSH has a strong focus on responding to the needs of its community of users and feedback from the community is the motivation for SEEK." said Lee Epting, Vice President, Forum Nokia. "We have always focused on MOSH being a service created *for*, and shaped by, users. Seeing users request content from one another, as well as the desire for community discussion, forms the foundation of SEEK. With SEEK, the possibilities are endless: mobile scavenger hunts, sponsored SEEK competitions, or collaboration on applications by developers in India, Russia and the USA, we expect this to take creativity and mobile customization to a new level."

About MOSH

A one-to-many distribution platform – a targeted channel for developers and tech leaders to publish applications and other content for any mobile device to a global audience. In its first two months of beta, MOSH users have made more than 6 million downloads of applications and pieces of content. For more information visit: <http://mosh.nokia.com> or mosh.nokia.mobi

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. Nokia makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks. www.nokia.com

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