

# Extending the lead in devices

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A word cloud on a green background featuring various terms. The most prominent words are 'discover' in pink, 'experience' in yellow, and 'future' in white. Other visible words include 'ideas', 'invent', 'exchange', 'inspire', 'connect', 'progress', 'learn', 'debate', 'vision', 'explore', 'possibilities', 'opinions', 'fun', 'exchange', 'relevant', 'real', 'progress', and 'futu'.

- Mobile **Phone** becomes Mobile **Computer**
- Focus on **solution** not product
- New organization has **reduced overlaps**
- Focus back on **hero** products

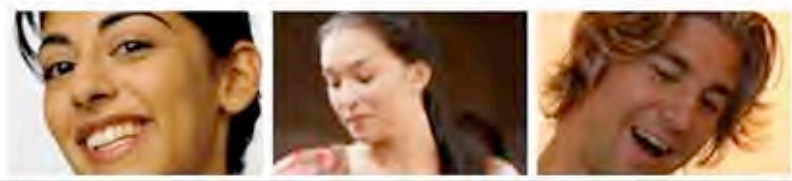


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# Grow market share

- 1 million people choose Nokia each day
- Target retention rate increase to 65% would add 5% to market share
- Grow value share by strengthening high end



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# Hold home field advantage

- Defend in markets where we are strong
- Value for money
- Highest perceived value
- Nokia brand strength
- Portfolio is king

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# Exploit growth opportunities

- Starts with the consumer
- Strategic collaboration with US carriers
- Shipments to Korea scheduled to begin in 2009

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# Grow in emerging markets through **value** add

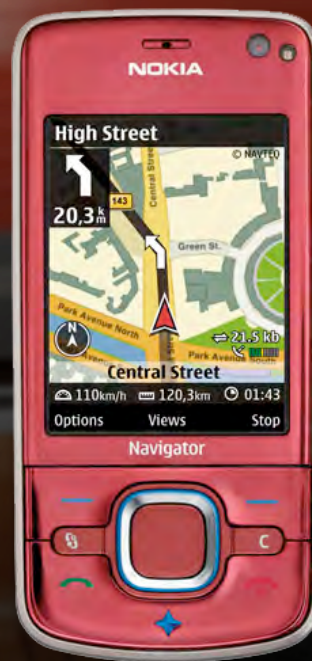
# Key drivers for 2009

- User Experience
- Innovation
- Scale and Cost Efficiency

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# Gain user experience leadership

- Across platforms, geographies, price points
- One size does NOT fit all
- User experience defines form factor
- Tailored solutions



Nokia 6210 Navigator



Nokia E63

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# Nokia **Entry** and Life Tools

# Nokia Nseries

- Over 80% of N95 owners access the web
- Estimate over 100 million Nseries sold by Q1 2009



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# Nokia N97



- Touch and physical QWERTY
- Customizable Homescreen – your favorite contacts & services at a glance
- 32 GB of on-board memory + 16 GB card slot = 48 GB of memory
- 3.5” widescreen with 640x360 resolution
- 5 Mpx camera with Carl Zeiss optics





# Drive **innovation** through platforms

- Innovation in hardware and software
- Symbian Foundation, Trolltech in software
- UI puts people first

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Navigation has **reached the mass market**

**50% of 2009 portfolio** with built in GPS

All S60 with Maps, first Series 40 with GPS

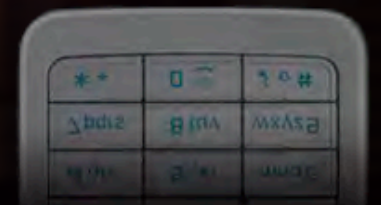
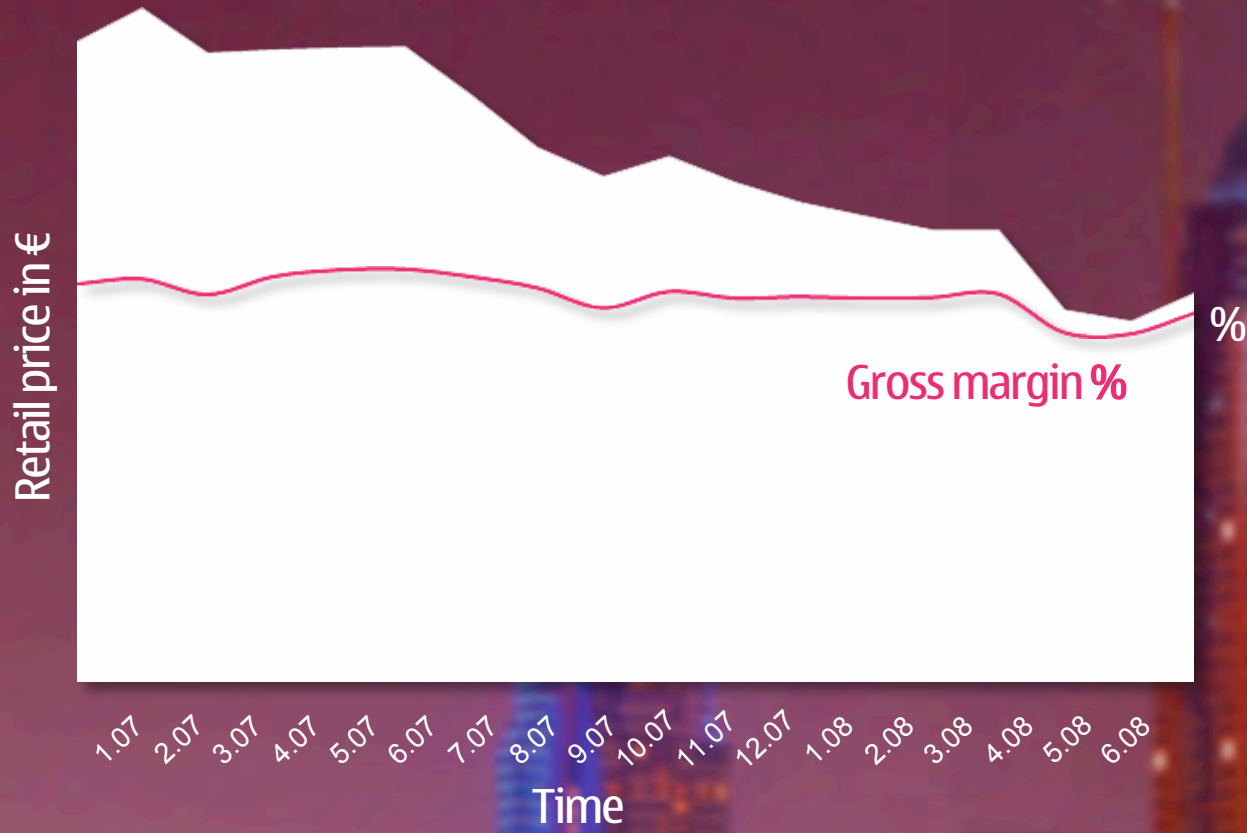
Navigation coming to **entry markets**

Open map APIs drive **new location services**

# Maximize scale and cost efficiency



# Nokia 6300



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# The New Smartphones

We take four of the best for a ride. **By Jessi Hempel**

APPLE'S IPHONE MAY HAVE set the standard for a new generation of smartphones, but plenty of competitors, including RIM, Nokia, and Google, are vying to upstage Steve Jobs in the competition for

consumers' hearts. RIM's BlackBerry models are the favorite choice for U.S. corporate users, while Nokia's phones hold the lead in the rest of the world. Here are four top picks for the PDA-obsessed.



## RIM BlackBerry Bold

**UPSIDE** A brilliant screen, the best e-mail keyboard available, and a slick operating system.

**DOWNSIDE** It's a bit bulky, and web browsing is still more awkward than on its competitors.

**\$299; AT&T**



## Apple iPhone 3G

**UPSIDE** Can handle Microsoft Exchange e-mail and offers lots of fun, downloadable applications.

**DOWNSIDE** The battery runs down quickly, and the keyboard isn't for the typo-prone.

**\$199; AT&T**

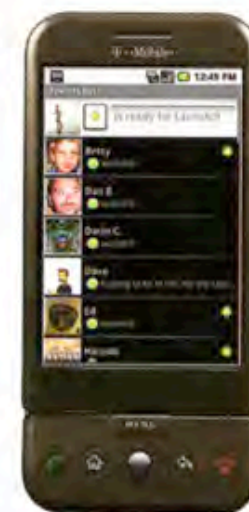


## Nokia E71

**UPSIDE** Sleek frame, a 3.2-megapixel camera, and you can use it with any carrier. A toggle switch flips between screens for work and home.

**DOWNSIDE** Requires special headphone jack, and the screen is tiny.

**\$465; T-Mobile and AT&T**



## Google Android G1

**UPSIDE** Easy to navigate, with a force-quit feature that lets you close a frozen app without rebooting.

**DOWNSIDE** It's chunky and heavy, and the keyboard is, for some, challenging to use.

**\$179.99; T-Mobile**

**OUR PICK** Despite a small screen, the Nokia E71 offers a sleek and satisfying experience and stands out from the pack.

# FORTUNE

APPLE'S IPHONE MAY HAVE set the standard for a new generation of smartphones, but plenty of competitors, including RIM, Nokia, and Google, are vying to upstage Steve Jobs in the competition for

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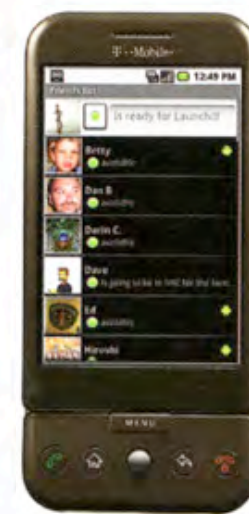


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# WIRED

- Best Smart Phone for Professionals**  
(PC World Latin America 2008 Awards)
- Phone of the year**  
(Mobile Choice UK)
- Smartphone of the Year**  
(Mobilgalan, Sweden)
- Editor's choice**  
(CNET Asia)
- Smartphone of the year**  
(PC World India)



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Lead in **user experience**  
the world over

Focused on **innovation**

**Scale** and structure  
brings **cost efficiency**

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friendships

debate

network

**NOKIA**

ideas invent

expertise

future

explore

possibilities

exchange

inspire

connect

vision

experience

explore

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