

The **Device Portfolio** serving the Planet

Søren Petersen
SVP, Nokia Devices

NOKIA

A word cloud background on a green gradient. The words are in various sizes, colors (white, yellow, pink, and green), and orientations. The most prominent words include 'experience' in large yellow letters, 'discover' in large pink letters, 'future' in large white letters, and 'ideas' in large green letters. Other visible words include 'connect', 'exchange', 'inspire', 'share', 'progress', 'learn', 'fun', 'opinions', 'debate', 'vision', 'explore', 'relevant', 'real', 'possibilities', 'invent', 'friendships', 'network', 'expertise', and 'connect'.



High-End



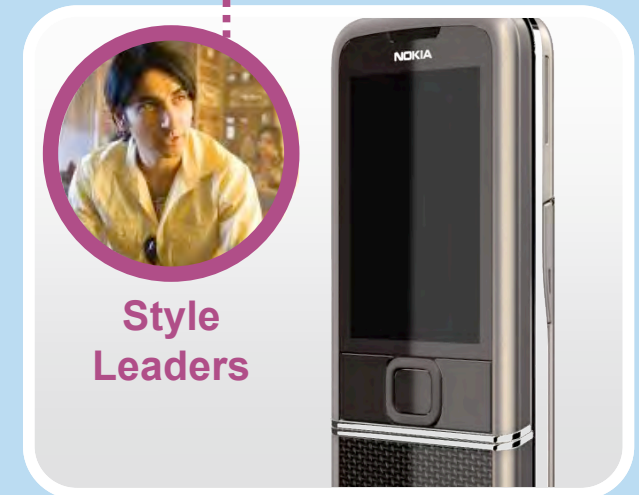
Mid-Range



Low-End

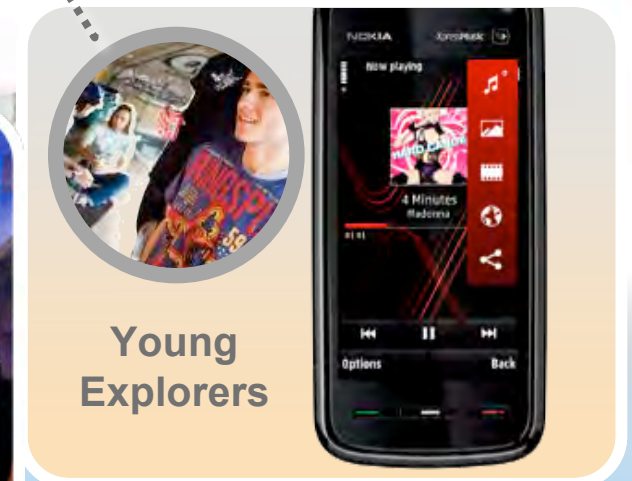
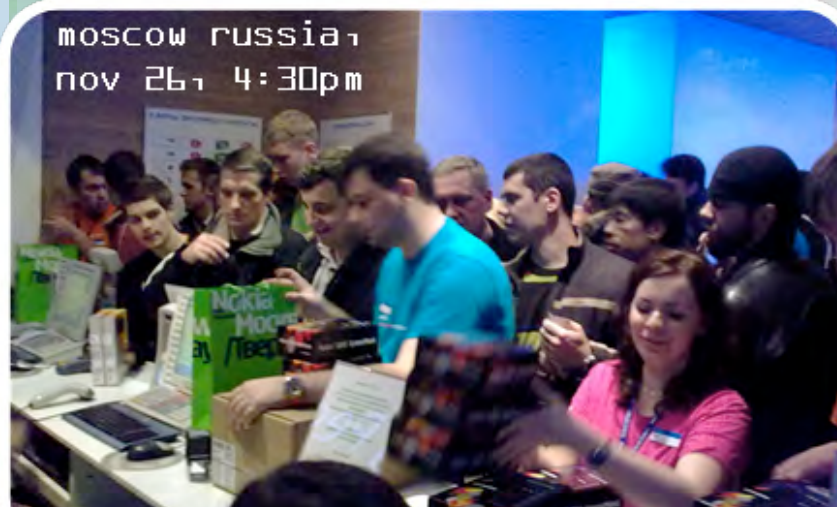
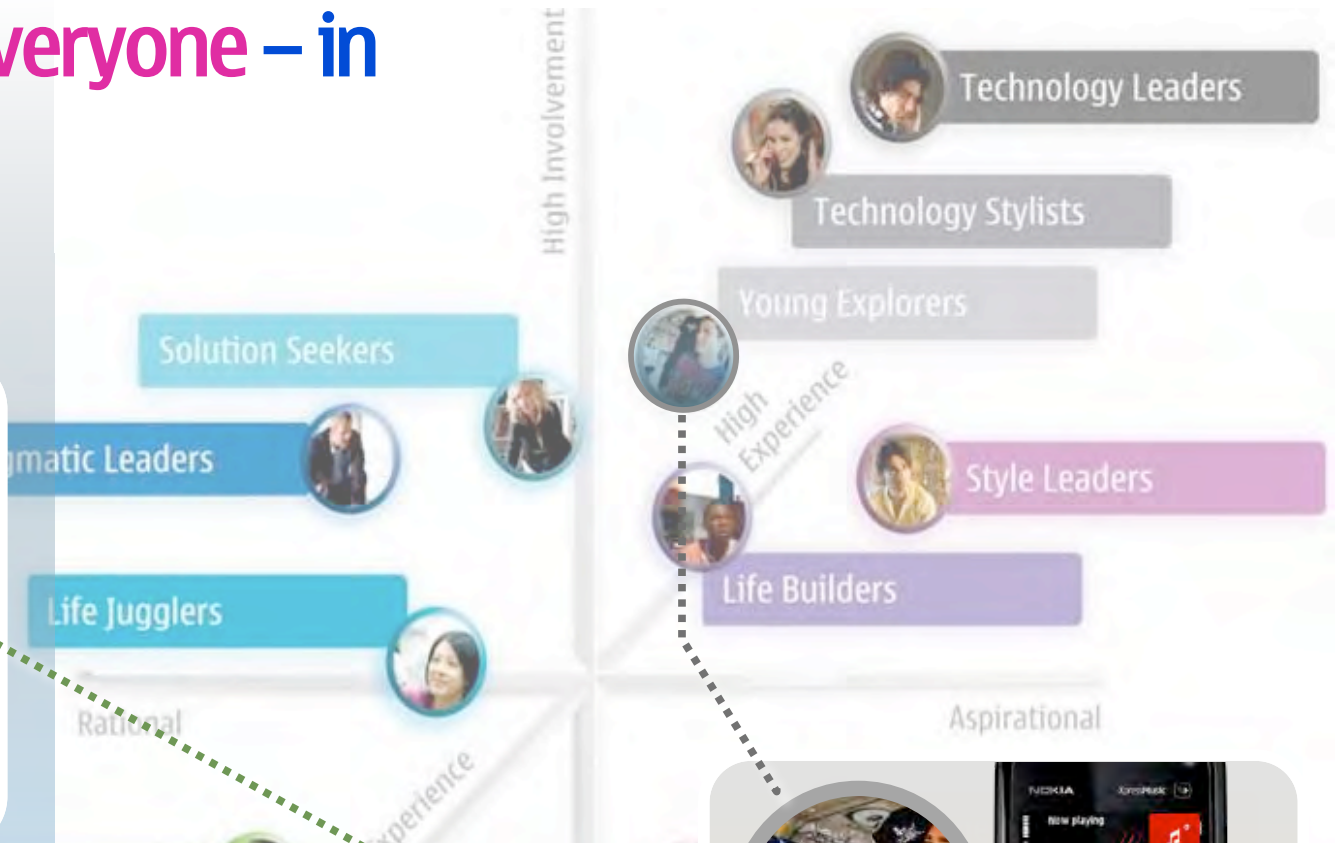
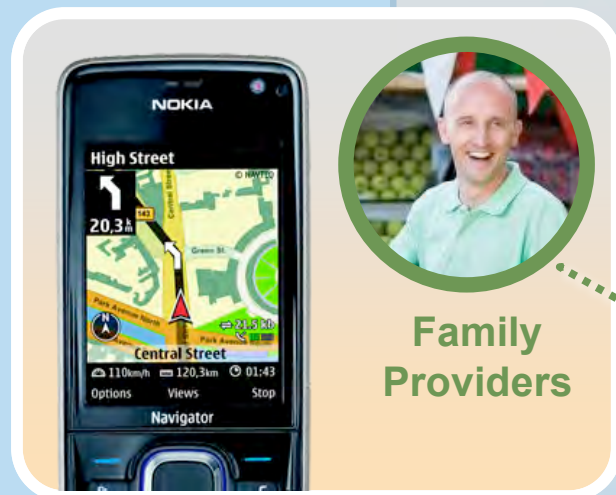
NOKIA

The High-End comprises **several** consumer segments



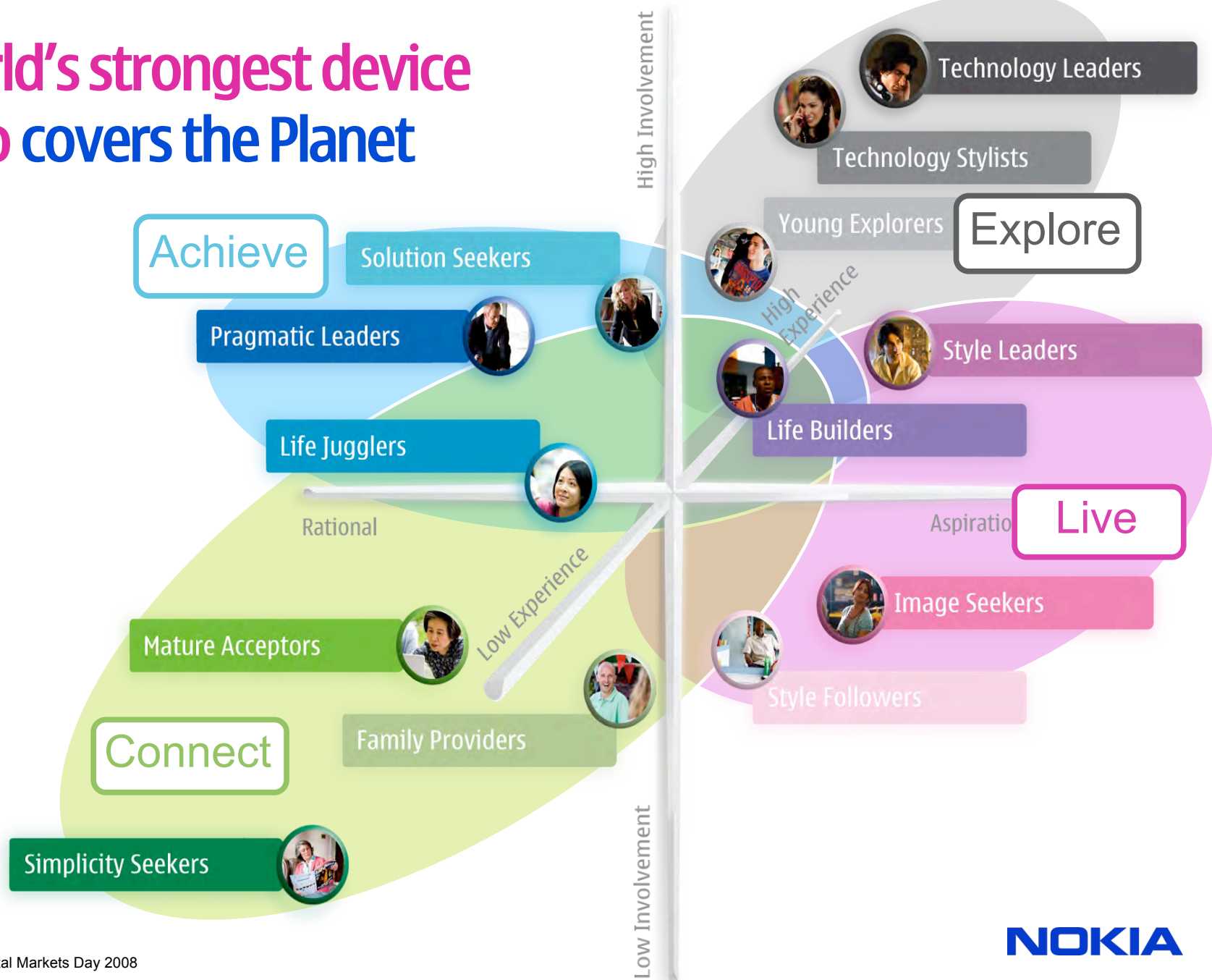
NOKIA

Smartphones for **everyone** – in the Mid-Range

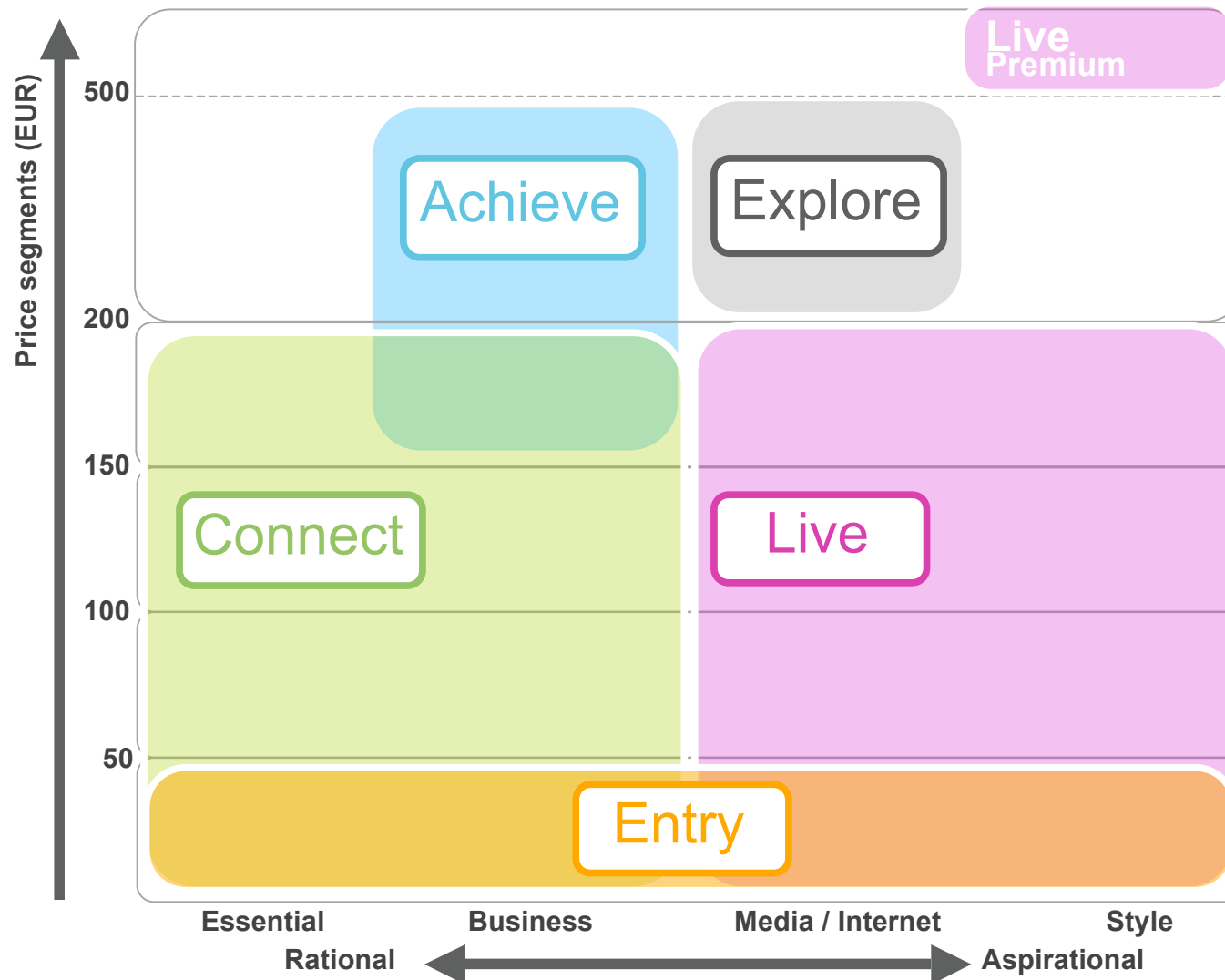


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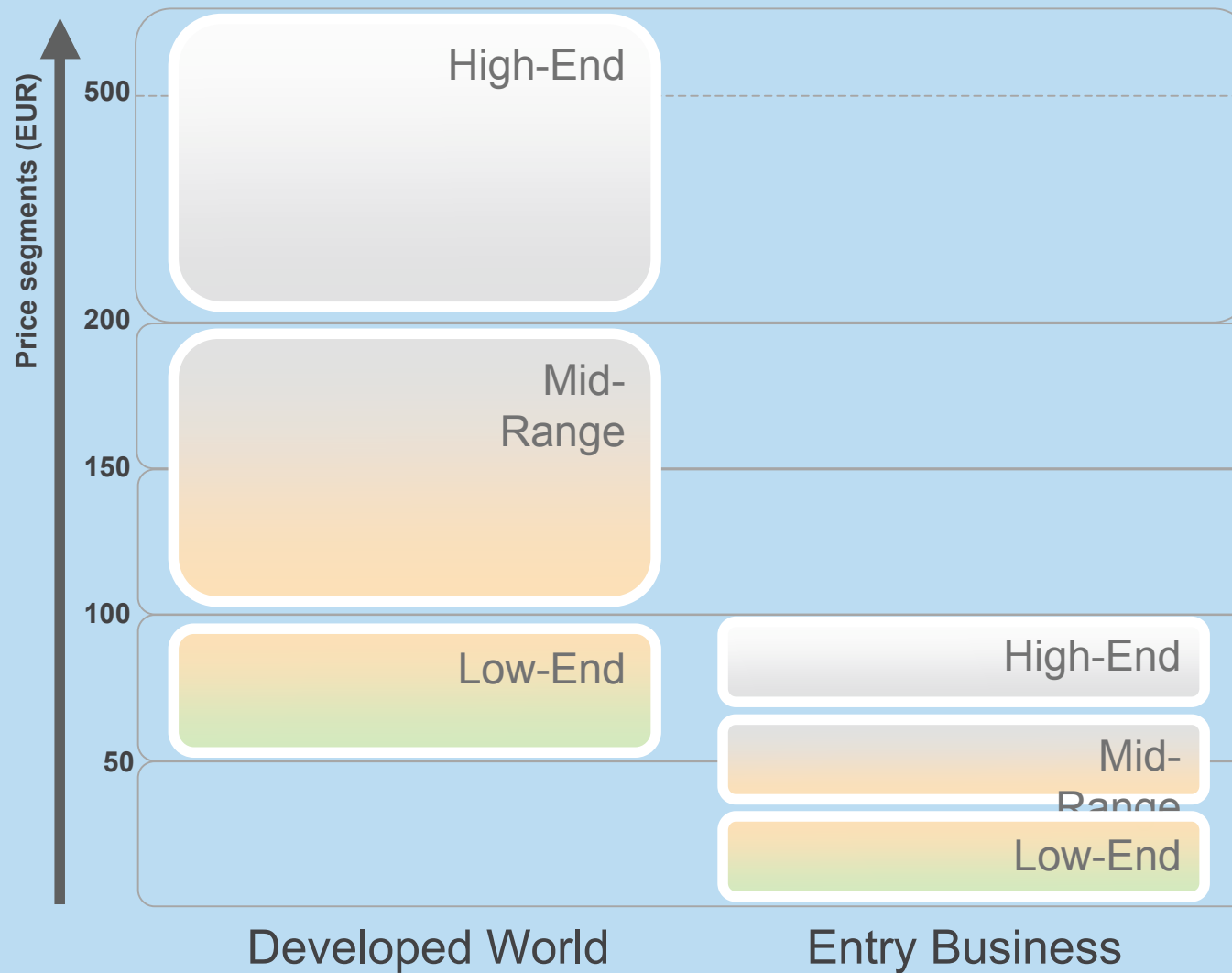
The world's strongest device portfolio covers the Planet



Nokia's systematic device portfolio approach

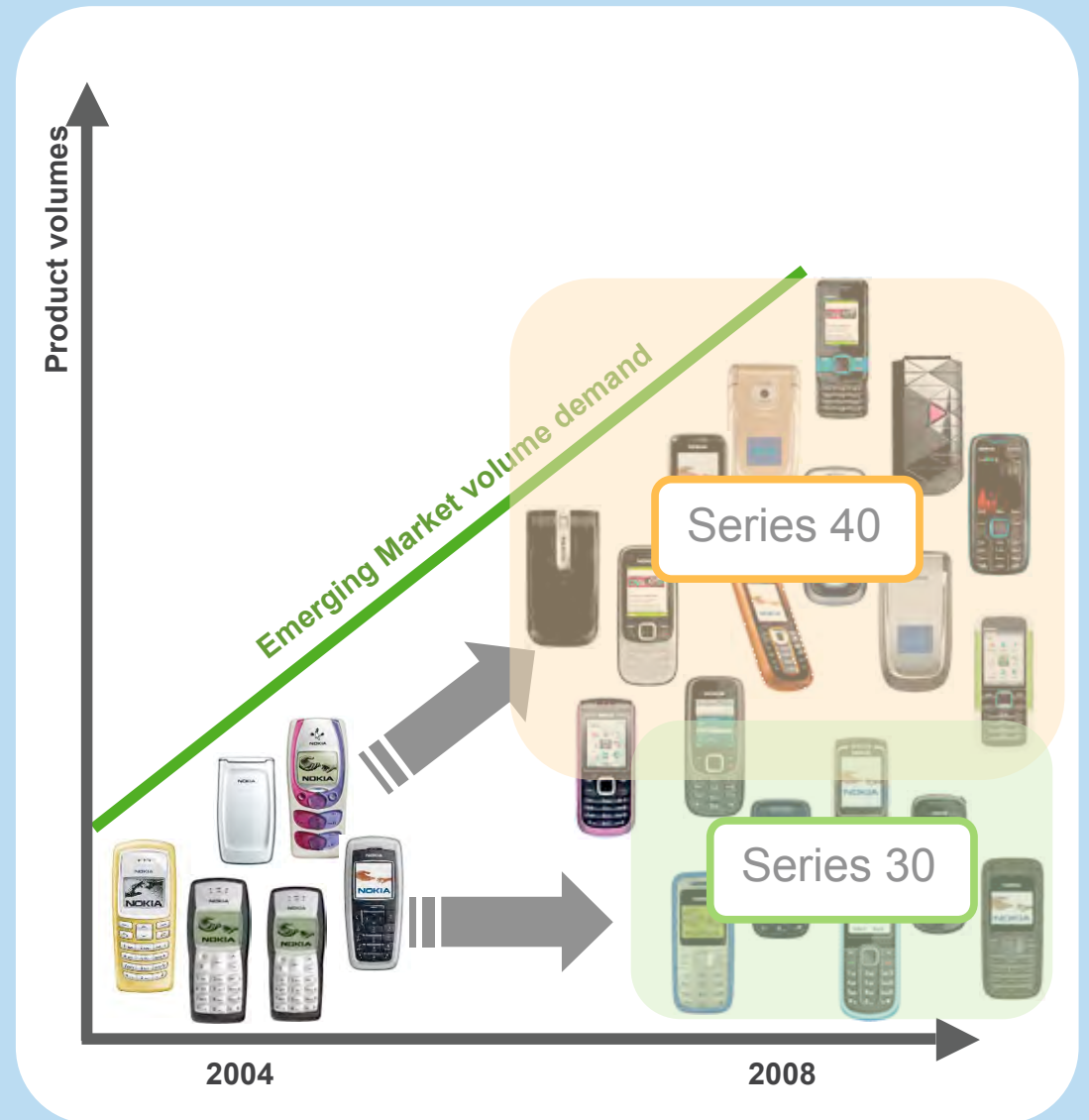


There's a parallel universe



Nokia remains the leader in the Entry Business

through
great platforms

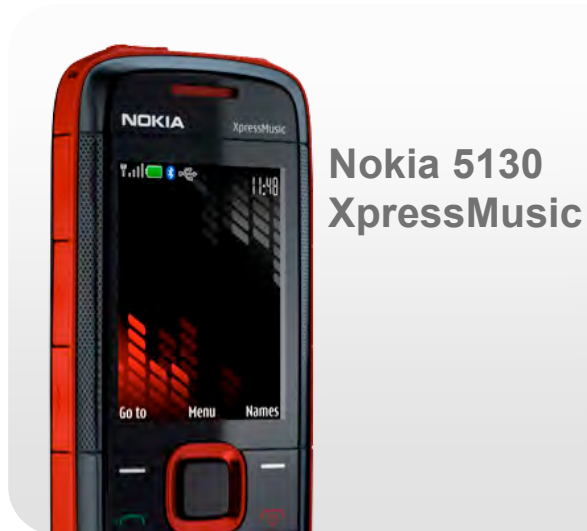


Nokia remains the leader in the Entry Business

Nokia 1200/1208



through
great devices



through
great solutions



E 71 is the leading messaging solution



NOKIA

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

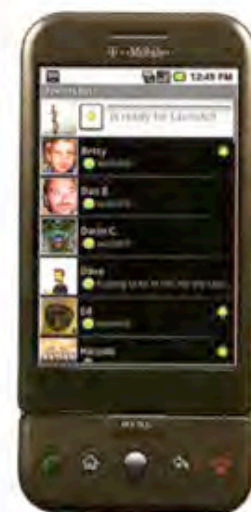


Nokia E 71

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

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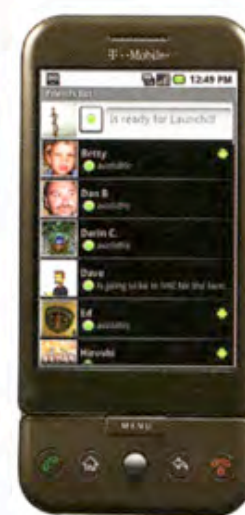


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TEST BEST

Phones BY STEVEN LECKART



Nokia E71

Finally, a smartphone that means business—without looking like a weary road warrior. This QWERTY kid could be the most beautiful piece of mobile hardware to step out of Finland, winning points for its remarkably trim stainless steel profile (0.39 inch), decent 3.2-megapixel camera, and speedy OS. Though the E71 comes stocked with enough office apps to handle a TPS report, it has a wild side, too: You can easily toggle between two separate, customizable home screens—one for your business contacts and email account, one for the personal life. And did we mention the E71's got battery life for days? Literally, three of them. **WIRED** 3G, Wi-Fi, Bluetooth, and GPS (found us in 18 seconds). Textured back plate prevents slippage. Mail for Exchange required no frantic calls to IT. Easy-to-access microSD slot holds up to 8 GB. Vivid 2.36-inch screen (viewable even in direct sunlight), with 15-fps video for solid YouTube sessions. Can create and edit Microsoft Office files on the fly. Adobe Acrobat Reader for PDFs; Flash for, you know, Flash stuff. **TIMED** Dinky 2.5-mm audio jack requires adapter for your good headphones.

9 Camera has low dynamic range and puny LED flash. Screen is wide but not big enough to do justice to a feature-length film. **\$483**

320 x 240-pixel screen

3.2-megapixel camera

QWERTY keyboard

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)



NOKIA

NOKIA
Connecting People

DESIGN

Consumer understanding

Partnering

§ IPR

R&D

HW
Platforms

UI

Sales

Supply
Chain

LINUX

S30

S60

S40

Global Scale



NOKIA



A word cloud on a green background. The text "Thank you." is in large white font on the left. The Nokia logo, consisting of the word "NOKIA" in bold white and "Connecting People" in smaller white below it, is on the right. Various words in different colors and sizes are scattered across the background, including "network", "experience", "future", "discover", "ideas", "share", "progress", "exchange", "inspire", "connect", "debate", "vision", "fun", "opinions", "relevant", "real", "learn", "exchange", "explore", "possibilities", "friendships", and "debate".

Thank you.

NOKIA
Connecting People

network
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Thank you.

NOKIA
Connecting People

experience, discover, future, ideas, share, inspire, connect, exchange, progress, learn, fun, debate, vision, relevant, real, experience, exchange, futu, opinions, possibilities, invent, explore, exchange, inspire, share, future, ideas, network, friendships, debate, expertise, connect

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