

Nokia Nseries: building an icon

Tapio Hedman
SVP, Marketing
Nokia Multimedia



We want to **iconize**
Nokia Nseries
as the ultimate choice
for multimedia computers
and experiences...

...to help Nokia become
the most **loved** and
admired brand in the
world!



NOKIA
Nseries

Nokia's vision 2000

Within the **Mobile Information Society**, an increasing part of all human communication will take place with personal wireless terminals.

The content of mobile communication evolves from voice to text to images to **multimedia**.



NOKIA

Vision come true!



Windows Live
Search

All of my **connected applications**, always with me

NOKIA
Nseries

A solid foundation



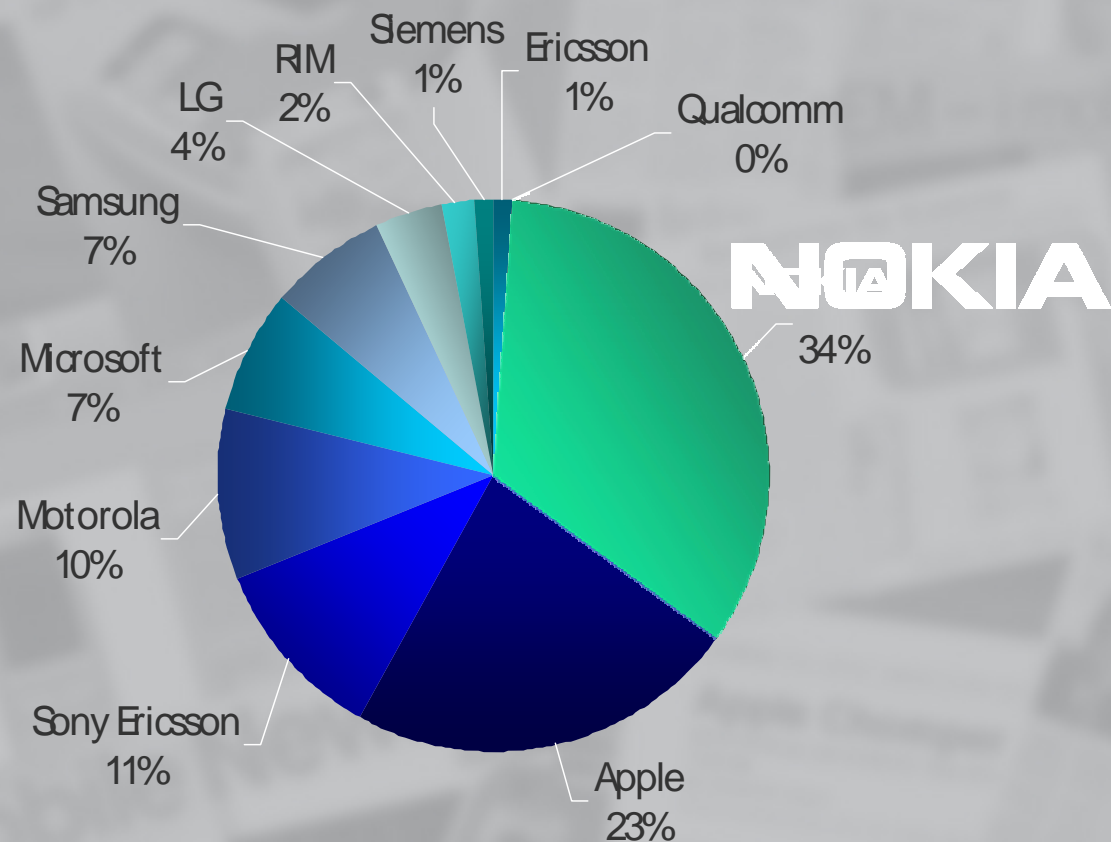
Flickr user vpvasez8



NOKIA
Nseries

Highest share of media attention

Global multimedia coverage September 2006

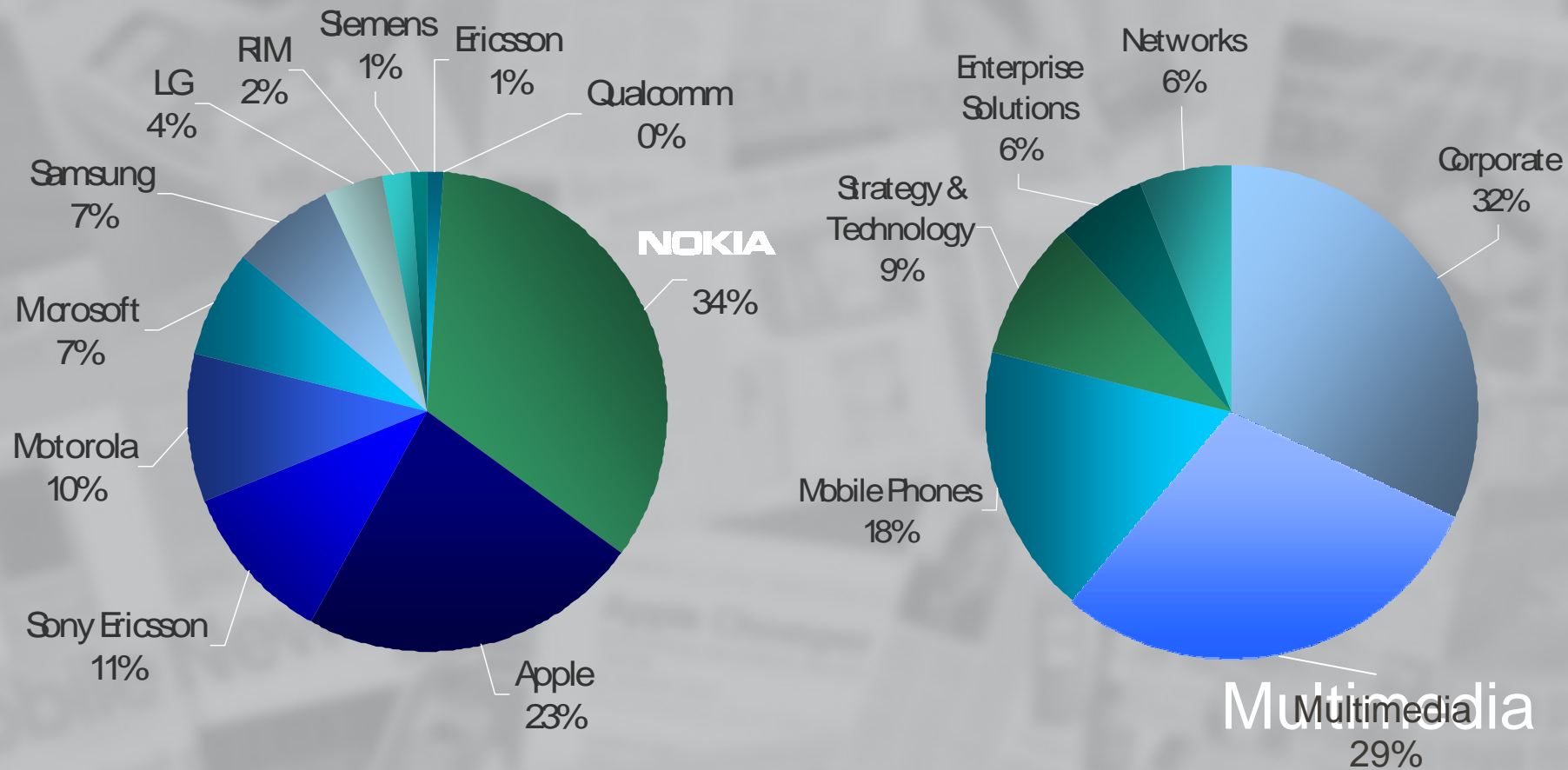


Source: Multimedia Media Monitoring September 2006 by Observer

NOKIA
Nseries

Highest share of media attention

Global multimedia coverage September 2006

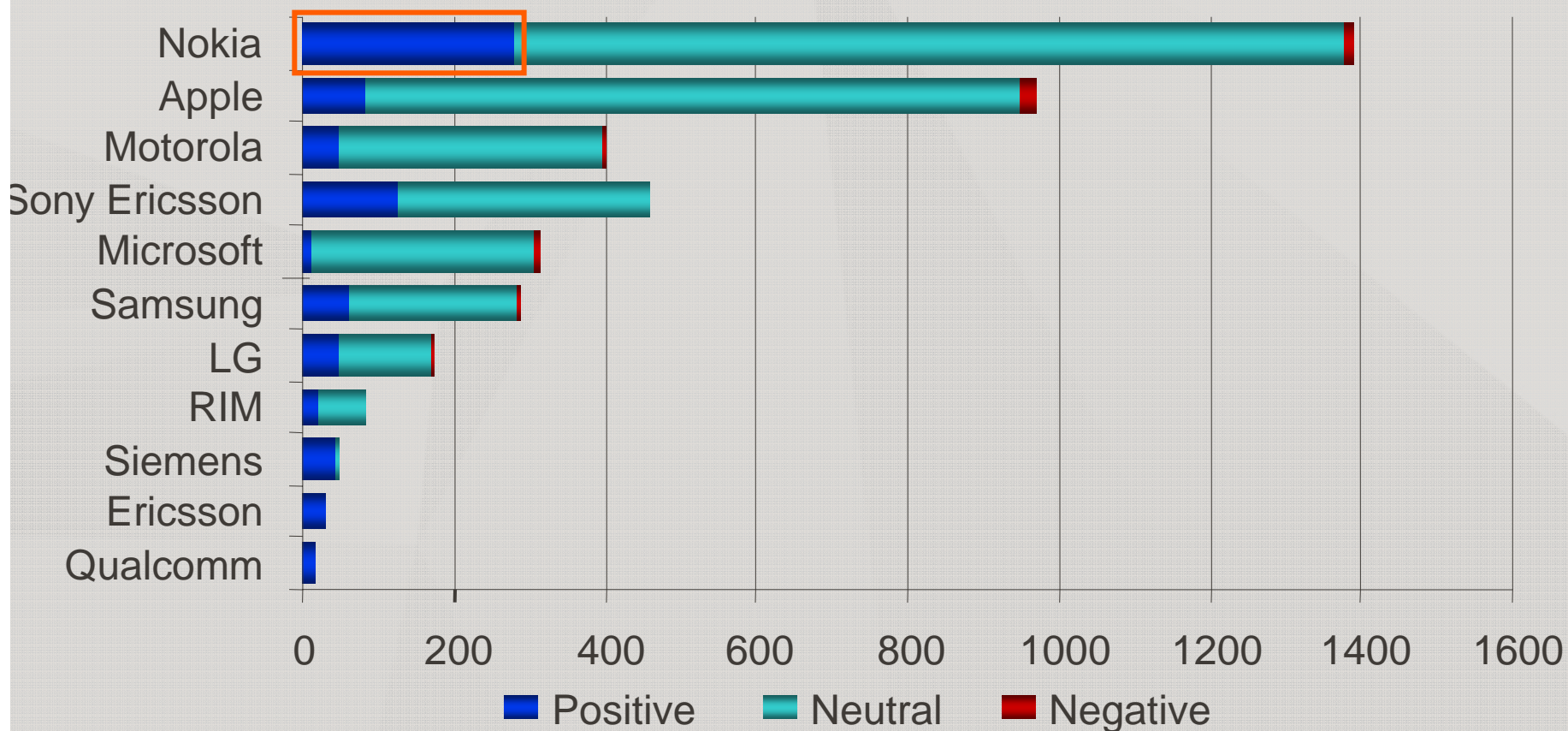


Source: Multimedia Media Monitoring September 2006 by Observer

NOKIA
Nseries

Highest favorability of media attention

Global multimedia coverage September 2006



Source: Multimedia Media Monitoring September 2006 by Observer

NOKIA
Nseries

Positive **web** buzz

Rob Dickinson shot his 'Oceans' video using **Nokia N93**

- Uploaded to YouTube – in 4 days over 18.000 views
- Multiple blog site discussions appraising the video quality of Nokia N93 with Carl Zeiss



New Rob Dickinson video shot on a cell phone. For real.

The days are numbered for grainy, jagged photos and videos shot on cell phones! Affordable technology is finally catching up to real-world needs. By way of example: The new video for "Oceans," by Rob Dickinson — the former frontman of the highly-revered, influential and über-cool Catherine Wheel — is the first music video created solely on a Nokia Nseries cameraphone.



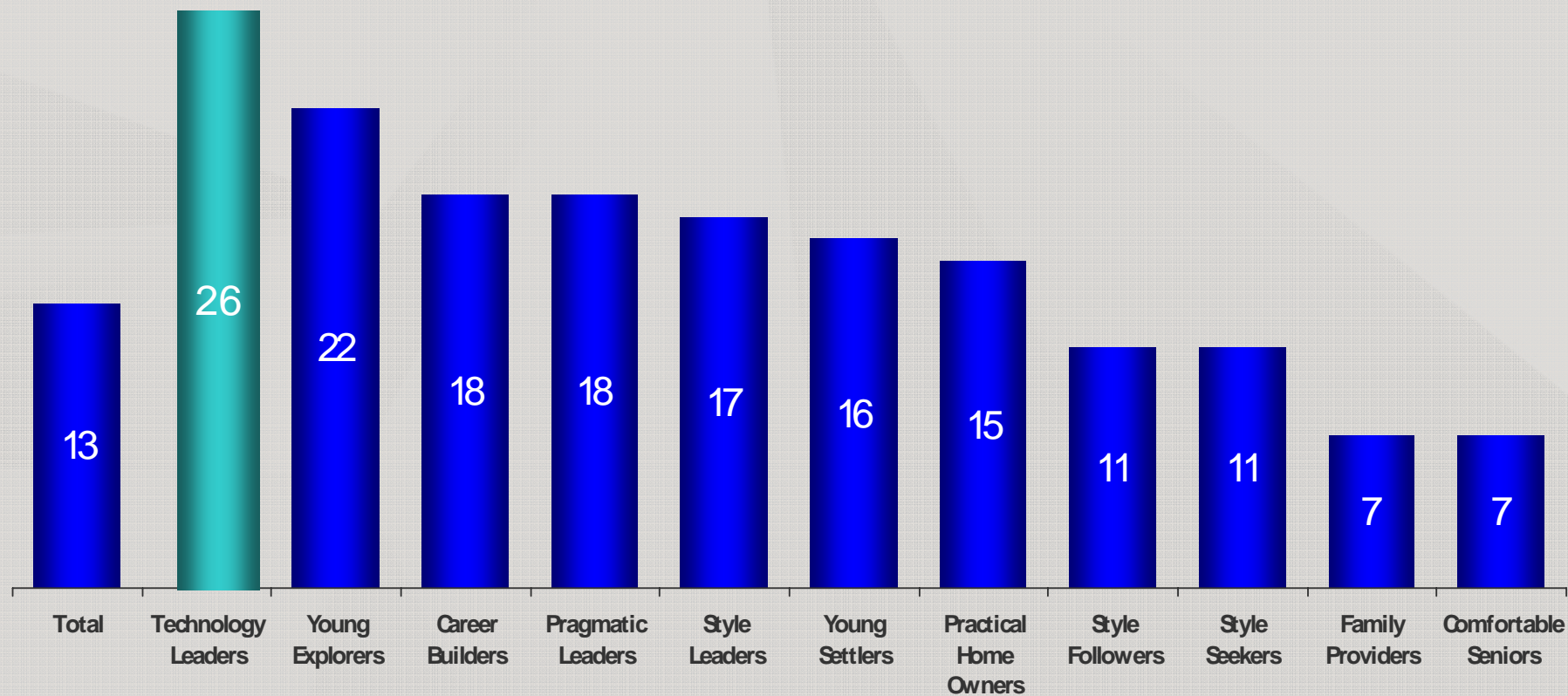
Directed by Mike Hodgkinson, "Oceans" is the second single off Rob Dickinson's debut solo album, "Fresh Wine for the Horses." (Think James Blunt, Coldplay, Death Cab For Cutie, Sigur Rós...) The music video was shot by Hodgkinson on the Nokia N93, a 3.2 megapixel cameraphone with DVD quality video and Carl Zeiss optics. And with the web hosting more than 99% of all music video viewings, there's never been a better time for technology that fits the format — and fits the budget.

See the video here:



Good sub brand awareness

Prompted awareness of Nokia Nseries among consumer segments (%)



Source: On Track, Global Q2'06

Base: Total Sample = Total Population

NOKIA
Nseries



Nokia Nseries people

Technology Leaders



Technology Stylists



CC
SOME RIGHTS RESERVED

Flickr user -bartimaeus-

**What do
Nokia Nseries people
have in common?**



How should Nokia Nseries **speak** to these people?



CC
SOME RIGHTS RESERVED

Flickr user bendu

Minds,
hearts,
souls.





Nokia N91 –
“I Am My Music”

NOKIA
Nseries



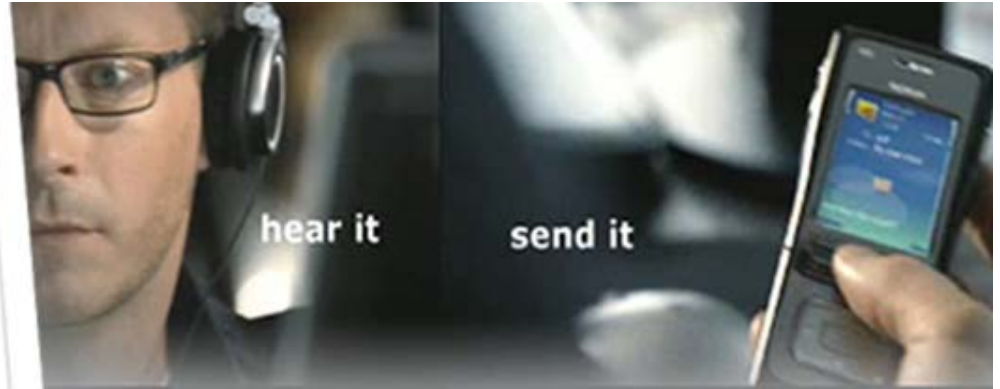
Nokia N93 –
“The Next Story in Video”

NOKIA
Nseries

NOKIA
Nseries



Hear
new in black
Play it. Hear it. Groove it.




hear it

send it

NOKIA
Nseries

Experience quality music
now with the Nokia Nseries
Music Editions

Experience it 



share it

Nokia Nseries Music Range –
“Hear New in Black”

NOKIA
Nseries





Music Recommenders

Explore Music

My Recommendations

The Recommenders

Fat Beats

New York, USA | Hip Hop

Store i




Store inform

Location:
406 6th Ave,
New York 10
NY, USA
Web:
[www.fatbeats](http://www.fatbeats.com)

A haven for Hip Hop vinyl that has become a NYC landmark for tourists searching for the latest releases might just bump into DJ Premier, Pete Rock or ?uestlove looking to get their fix. Fat Beats also has a wide selection of CDs, DVDs, magazines and other paraphernalia. "The last stop for Hip Hop".

Store Recommendations | September 2006

Recommen

TRACK	ARTIST	GENRE STYLE	RECOMMENDER
Why You Wanna	T.I.	Hip Hop Mainstream	Fat Beats
	<p>Album: King Label: Atlantic Release date: 2006 Genre Style: Hip Hop Mainstream</p>	<p>Picked by: Fat Beats, New York</p> <p>Before T.I., there was the boy from the ATL known as eventually changed his name as a respect to the best self-proclaimed "King of The South" pays homage to ("Why you wanna go and do that love, huh") for this produced by Kevin "Khao" Cates.</p>	Rights informat
Dance For Life	Aloe Blacc	Hip Hop Experimental	Fat Beats
Super Strut	Kashmere Stage Band	Hip Hop Underground / I...	Fat Beats

Nokia's fantastic
voyager

Mobile News

Sat Nav and 5-megapixel camera in Nokia N95

News in Brief



Nokia N95 –

“It's What Computers Have Become”

NOKIA
Nseries



Thank
you.

Nokia Nseries

Do New Experiences

Capital Markets Day

Ralph Eric Kunz

Vice President, Multimedia Experiences

NOKIA



Do New Experiences team establishes the foundation for Mobile Web 2.0 business models

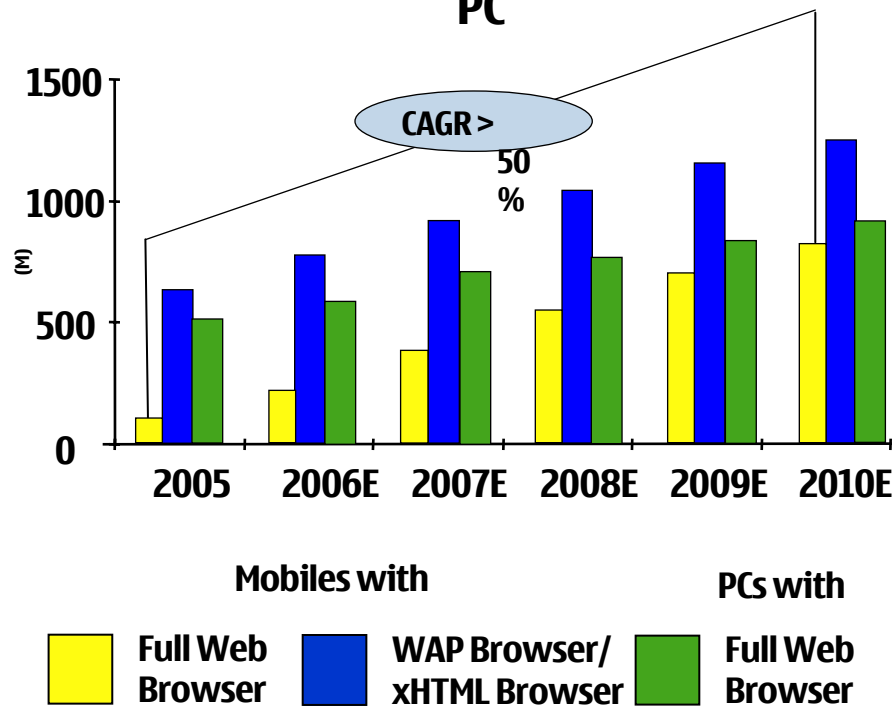
There is only one internet, with mobile as a key access route...



By 2010, full mobile web browsers as abundant as PC browsers

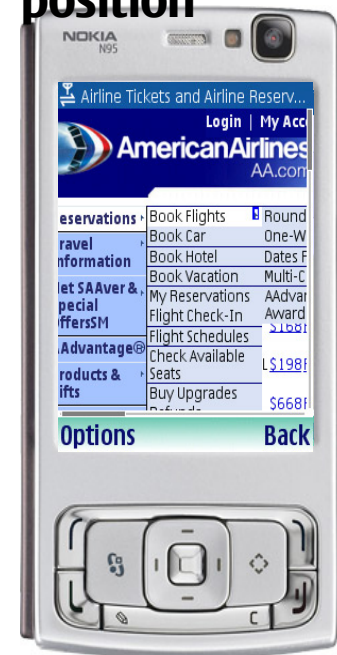
All NSeries devices with full web functionality

Growth of web browsers: mobile vs PC



Source: Nokia Forecast 2006

Nokia's Open Source Browser with leading position



Flight booking

JavaScript & Dynamic HTML

Internet-based communities will go mobile

Evolution of Call Paradigm

Location to Location



Is Mr. Bell at Home?

Person to Person



Hi, are you able to speak?

Communities

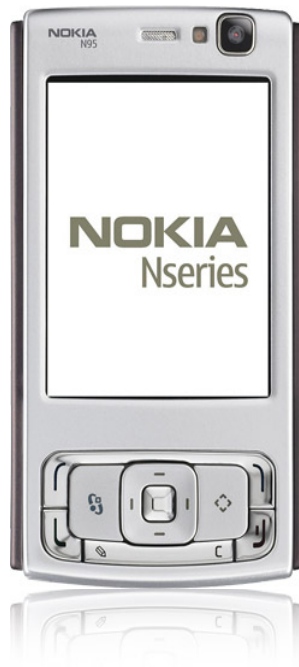
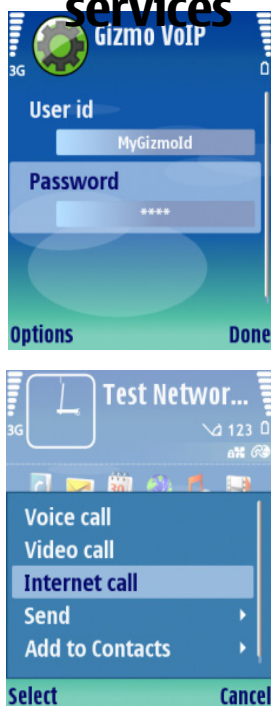


You were online so...

Nokia is enabling branded internet communities via plug-ins into framework

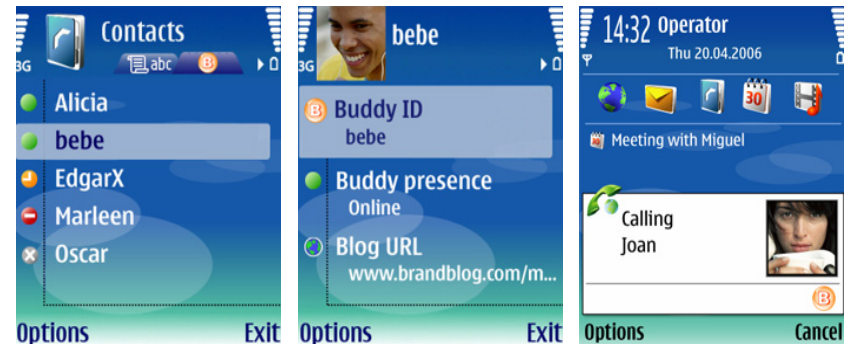
2006 Experiences

- Integrated, native (SIP) VOIP client
- Framework for partner VOIP services



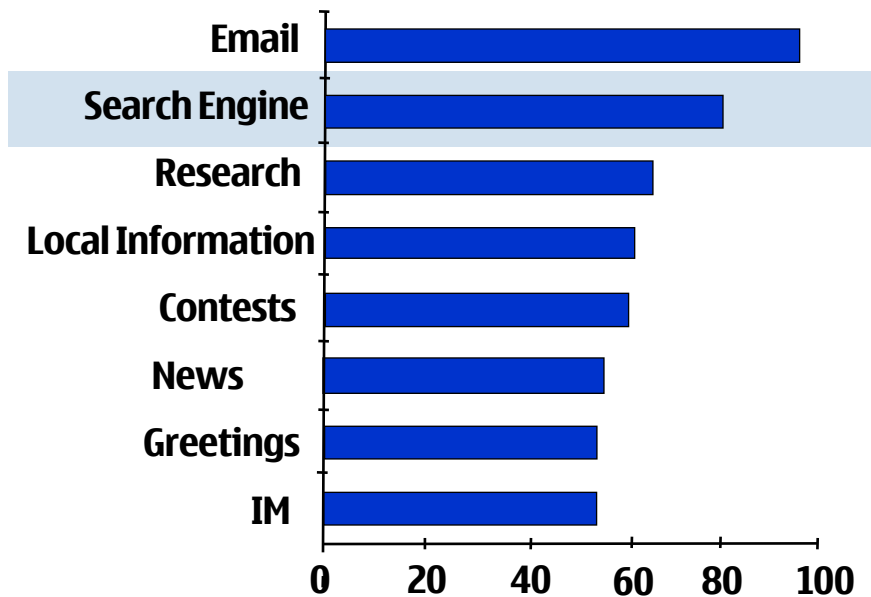
2007 Outlook

- Instant Messaging & Presence combined with VoIP framework.
- Integration of partner services into contacts
- Launch of internet communities from major brand partners.



Search is a key entry point to the internet... with even more relevance in the mobile context

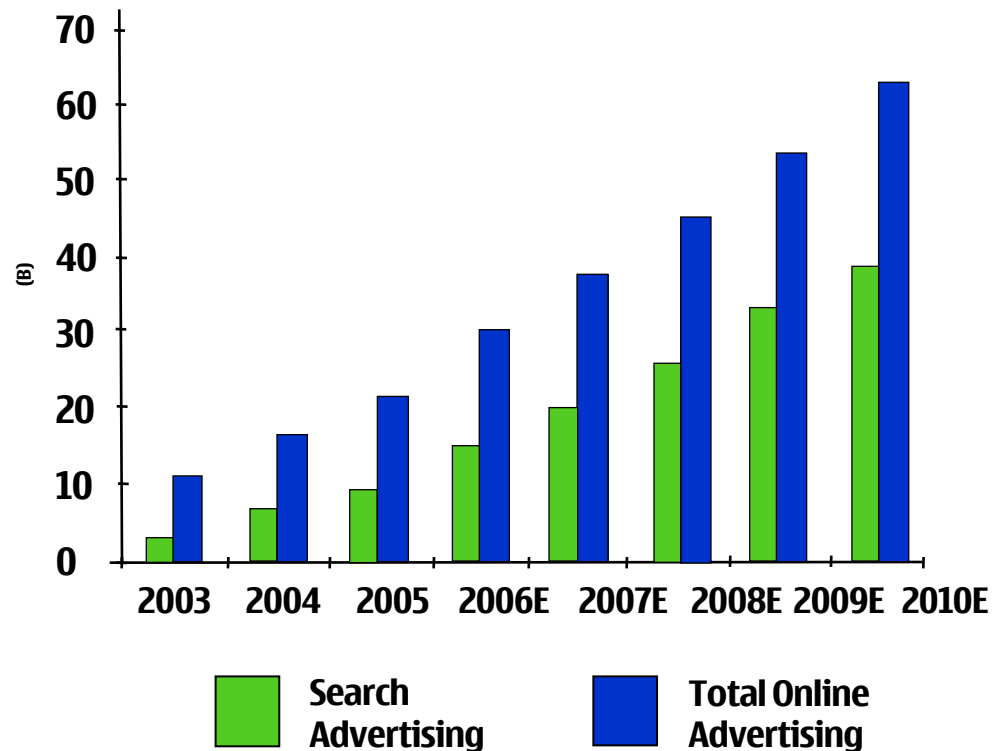
Search in Online



 % of respondents who use application

Source: U.S: Bear Sterns –
“Consumer Internet” Equity
Research May 2006

Worldwide Online Advertising Revenues \$
US b



Source: U.S: Bancorp Piper Jaffray

Nokia Search application as a foundation for a deep search experience

Mobile Search is much more than web search



NOKIA

Location-based experiences bring a new dimension to the mobile context

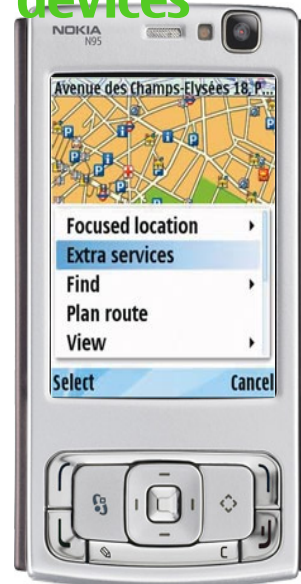
Online Routing ("Mapquest")



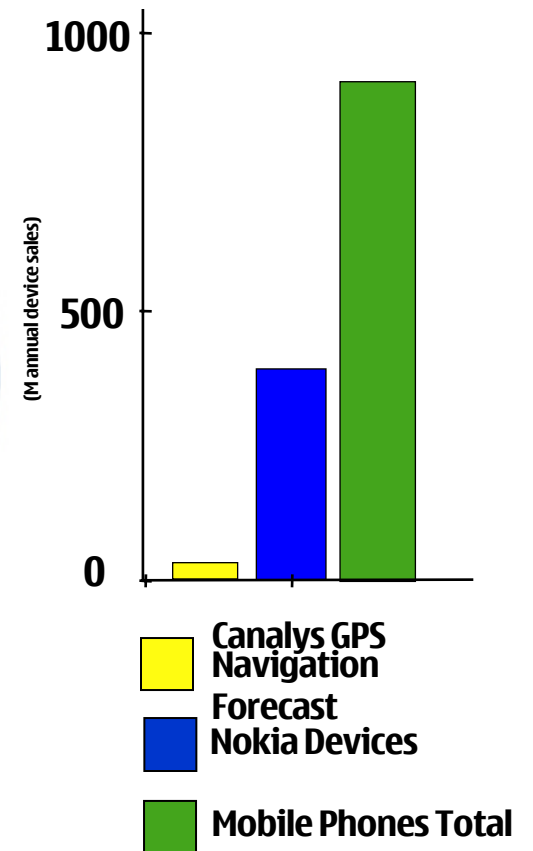
Personal Navigation Devices (PND)



Location aware devices









Accessible Market



Source: Nokia Forecast 2006, Canalsys

Create discontinuity thru tech and bizz model innovation

10 x cheaper or significantly scaled user experience

Company	Technology	Service	Aggregation
	page-rank sorting	free web search	ad volume
	scalable VOIP	free VOIP client	call-out volume and ...
			
	auction clearing	C2C auctions	small merchants
	blogging engine	free web community	ad volume, game portal
	movie streaming	free movie search	ads, ...

Biz Model: Generate a community through free maps and income through upselling and ads

The Impulse for more: Free Mapping and Routing

€ Navigation

€ Transactions

€ Premium Content



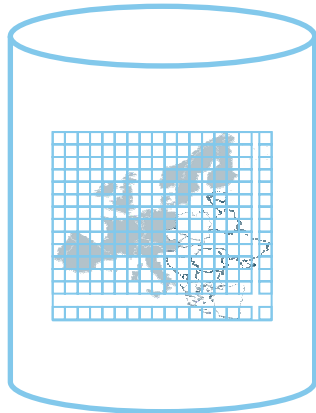
€ Advertising



NOKIA

Tech Innovation: uniquely scaleable map- and content delivery mechanism

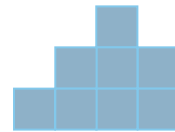
smart2go Tile Server



Server

- Holds maps of 180 countries
- Access to POIs
- Calculates routes, and finds addresses when map tiles are not yet stored on client

Map Tiles



Map Tiles:

- Map vectors for drawing
- Routing graph to calc. route
- Address index
- POIs
- Bitmaps

smart2go Client



Client

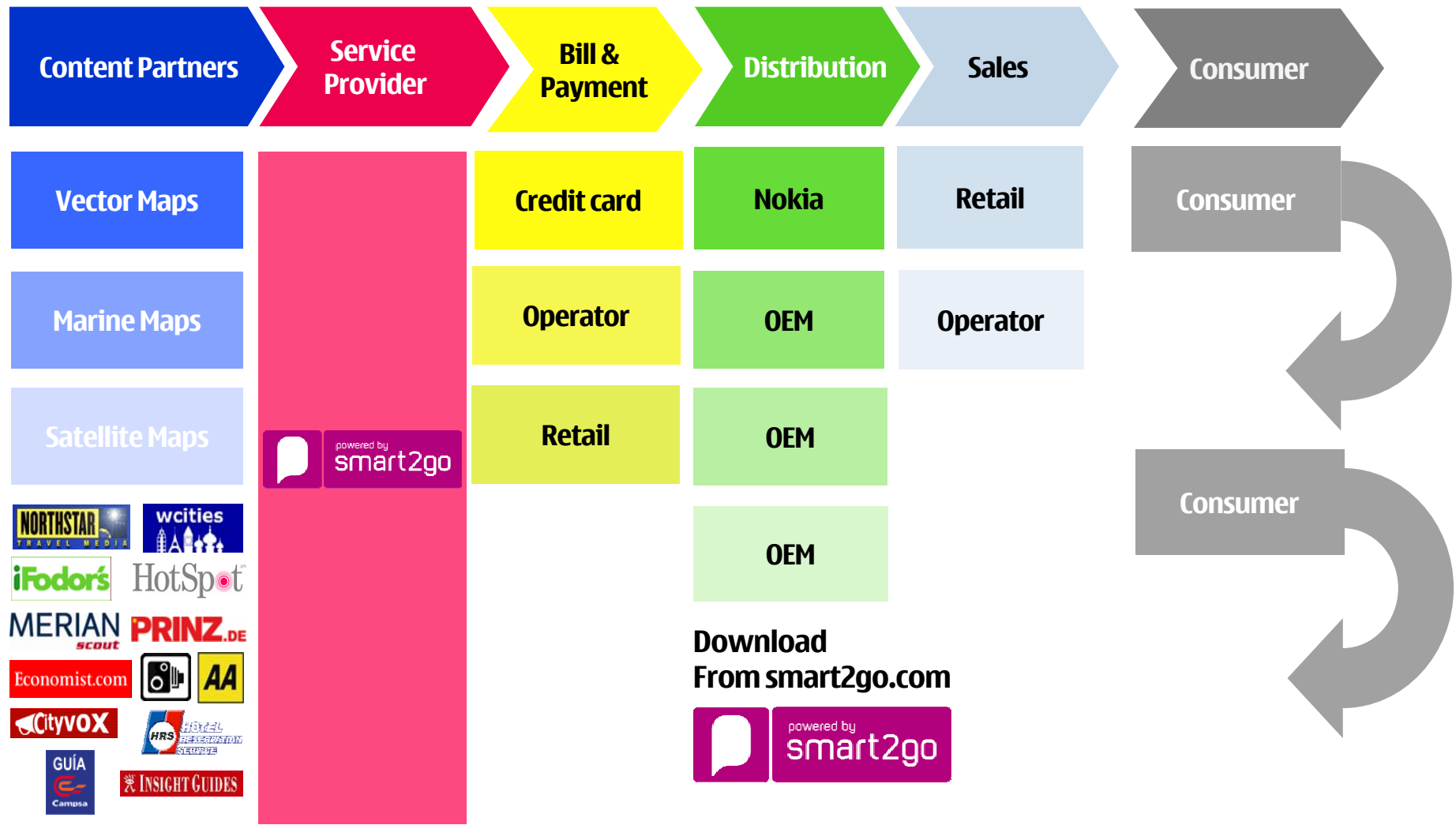
- Caches map tiles locally
- Requests tiles for GPS position
- Performs calculations (Routing, address search, mapping)
- Holds city guides and other content



NOKIA

Allow users to network and merchants to sell

De-facto content publishing & navigation platform. Foster Social networks



Do New Experiences establish the foundation for Mobile Web 2.0

1.

Iconic broadband internet experience in consumers pockets

2.

Major branded internet communities plugged-in to Nokia's framework.

3.

Search is a key entry point to the internet, with even more relevance when mobile

4.

Disruptive business model with platform for navigation/content up-selling and add placement



NOKIA