

Making Imaging Mobile

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Converging Digital Industry



Where's convergence impacting?

Mobility has already taken over

- Portable FM radios
- Pagers
- Watches
- Alarm clocks



Mobility starts to impact the market

- Portable CD & cassette players
- MP3 players
- Digital cameras
- PDAs

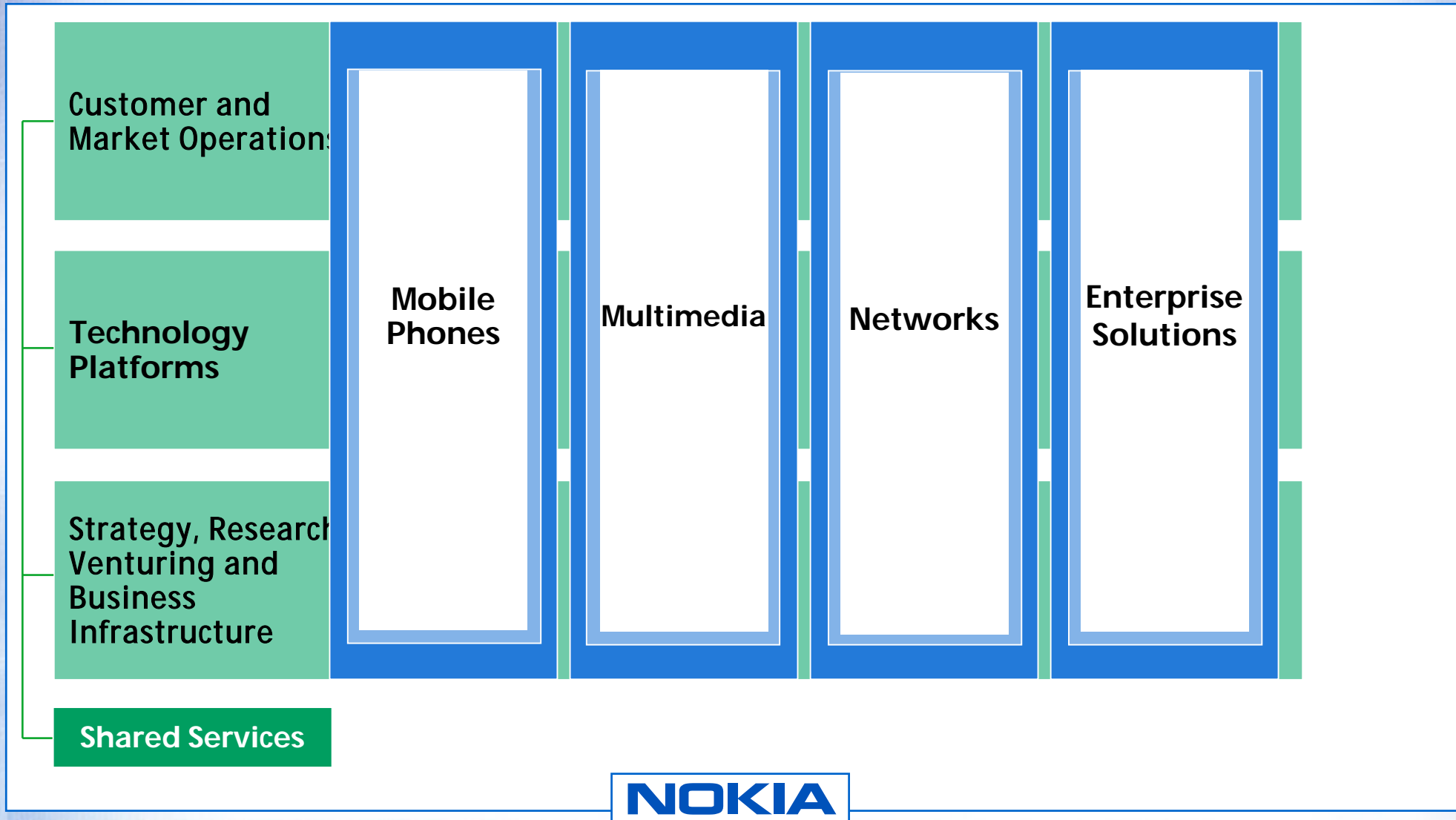


Mobility will have a long term impact

- Laptops
- Web browser devices
- Video camcorders
- Traditional analog media



New Nokia Business Group Structure



Customer and Market Operations

Technology Platforms

Strategy, Research, Venturing and Business Infrastructure

Shared Services

Mobile Phones

Multimedia

Networks

Enterprise Solutions



Huge market opportunity

■ Imaging

- Camera and mobile imaging market
~EUR 25 billion

■ Games

- Current games industry (device & software)
~ EUR 30 billion

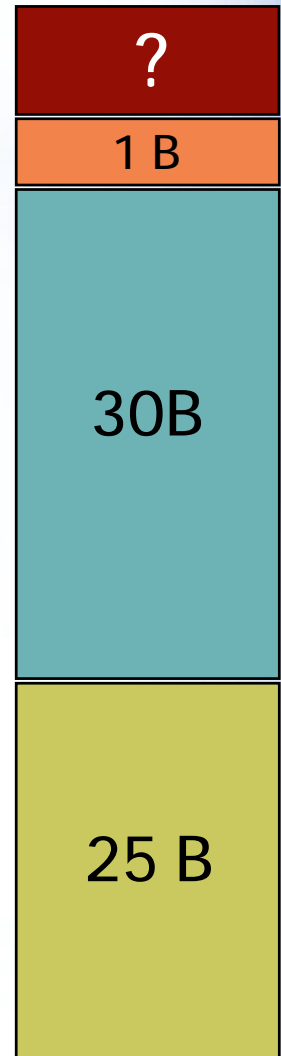
■ Media and Music

- Current device market size
~EUR 1 billion

■ Mobile enhancements

- Current market size
impossible to quantify

~60 Billion €
business, with
good growth
expectations



Nokia focus areas in consumer multimedia

IMAGING

Audiovisual communication with imaging optimised devices



GAMES

Console quality games
Multiplayer games
Online services

N-GAGE
NOKIA



MEDIA AND MUSIC

Discover & Consume
Create & share
Music, video, radio,
www, e-mail



ENHANCEMENTS

Intellegent devices
around the mobility
Car, home, office



Imaging

IMAGING

Audiovisual
communication with
imaging optimised
devices





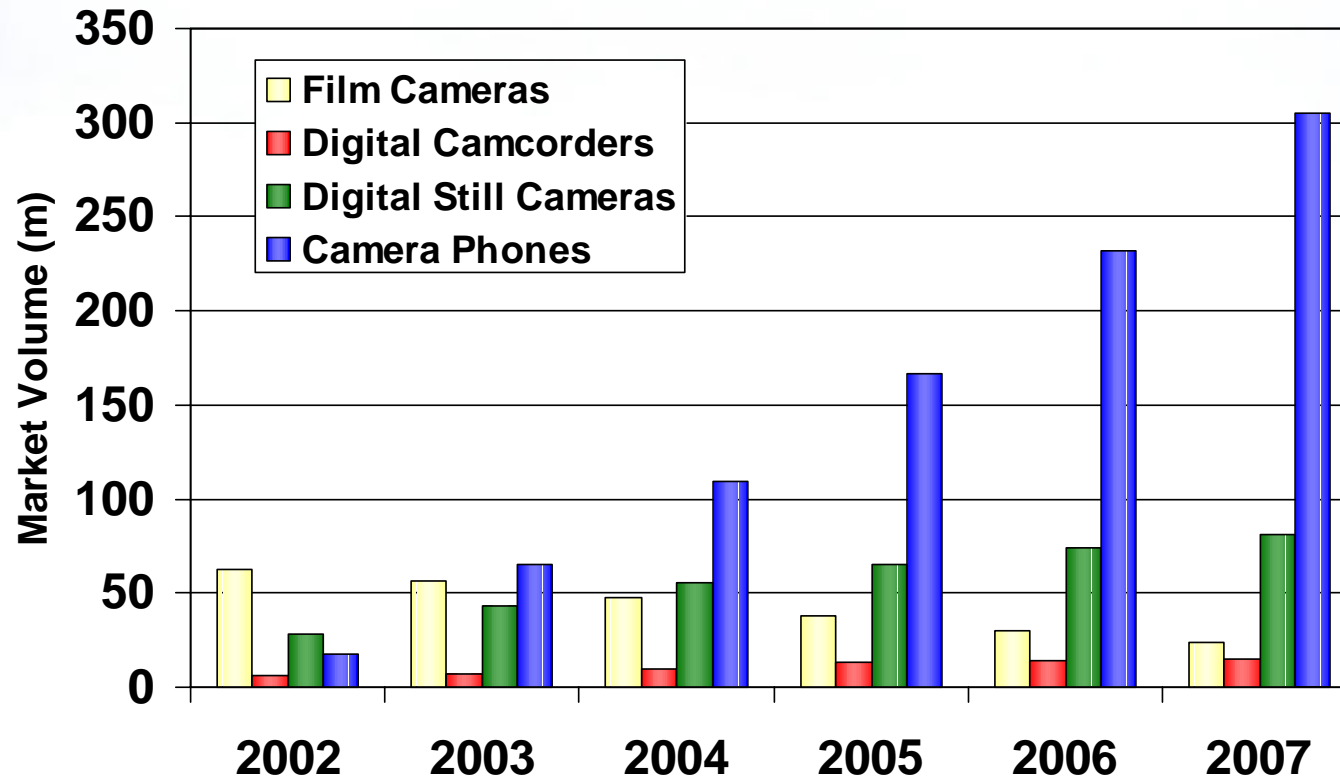
**Camera phone volumes
passed digital still camera
market volumes 1H2003**

**Mobile Imaging
phones have become a
major memory
keeping tool**

Nancy Ajram, one of the most popular singers
in Middle-East in concert in Bahrain

Imaging Market Development

Imaging Device Market Volume Forecasts



Sources: Film Cameras, IDC June 2003
Digital Camcorders, IDC July 2003
Digital Still Cameras, IDC November 2003
Camera Phones, Strategy Analytics September 2003

Clearly two phone categories

IMAGING PHONES

Replacing cameras and video recorders without compromising communications functionalities



PHONES WITH CAMERA

Imaging functions adds value to phone alongside other features

Mobile imaging Value Proposition

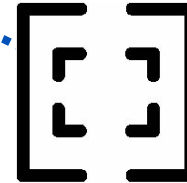
Store up hundreds of my photos & video clips.

STORE

That is my photo album in a pocket



CAPTURE



Capture and print good quality photos in fast easy way

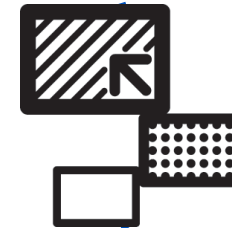
PRINT

Print high quality images at home, office and retail



**ANYWHERE
ANYTIME
ANYPLACE**

EDIT



Edit video & still content on the move with different editing applications

Share my images over MMS or e-mail as easily as send a text message

SHARE



VIEW



View my images in bright colors and a large size

Imaging behaviour



Long-term
consumption

Memory keeping

Detail documenting

Emotional
content

Purposeful
content

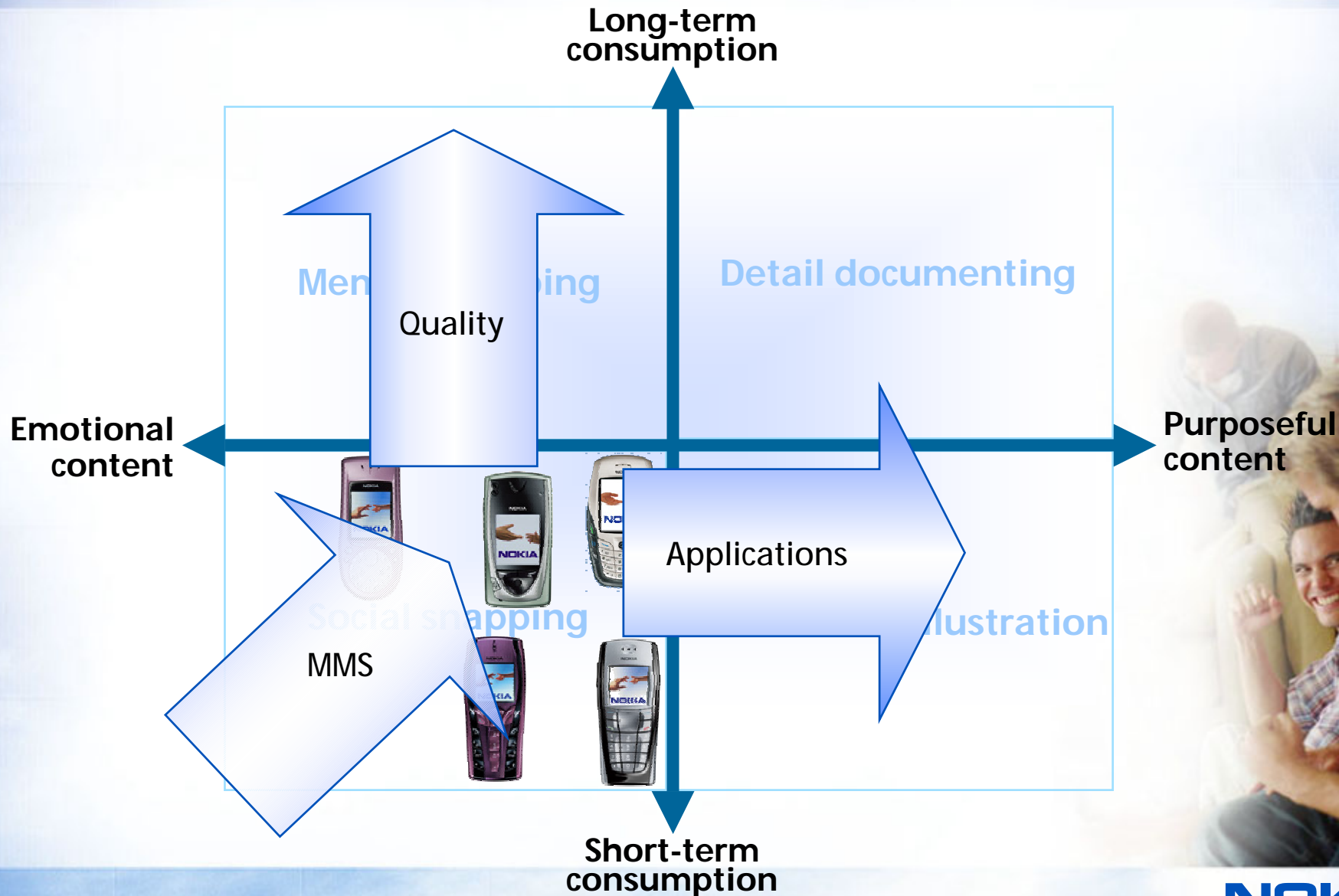


Social snapping

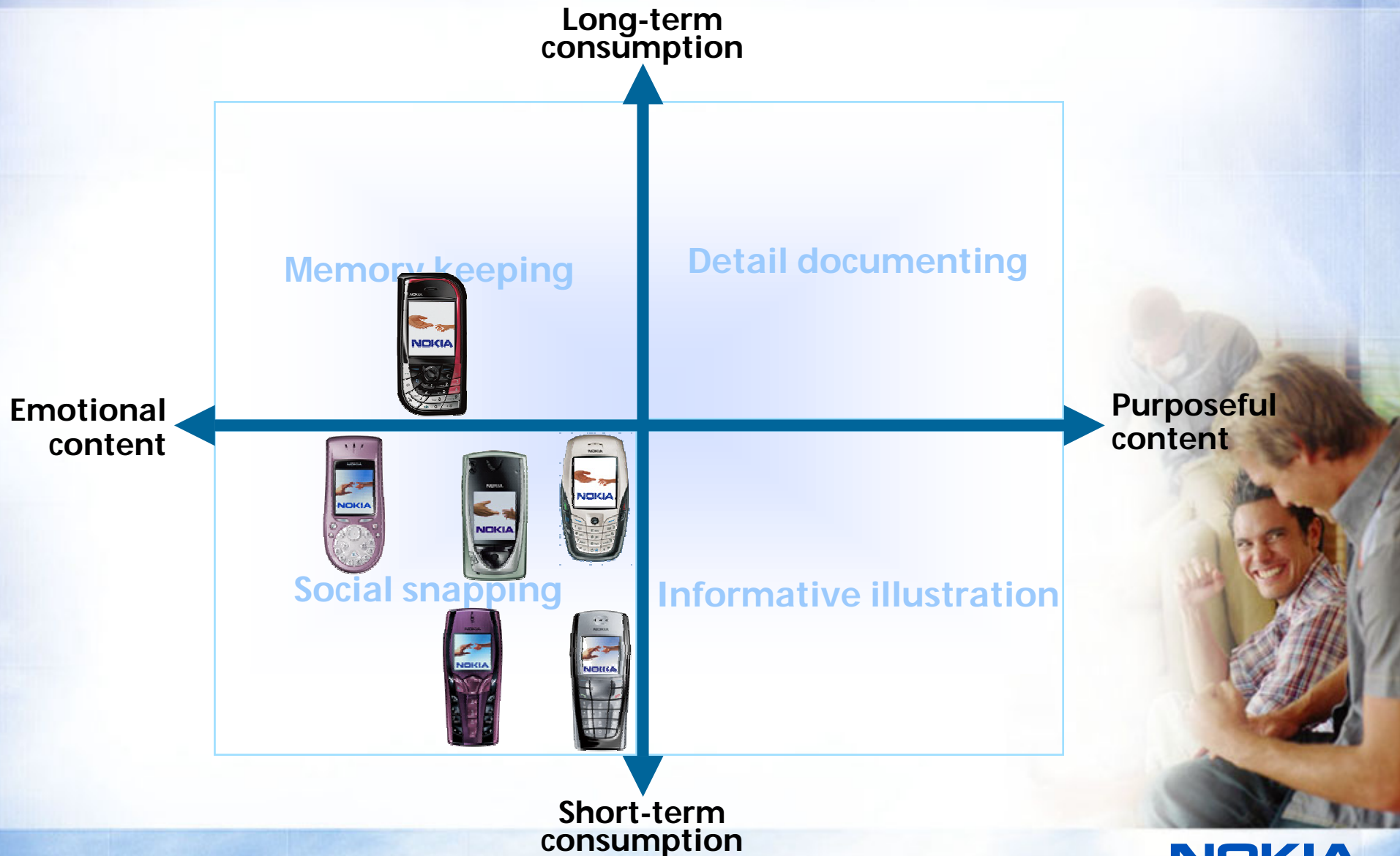
Informative illustration

Short-term
consumption

Current position of Nokia products with integrated camera



Current position of Nokia products with integrated camera



Nokia 7610 –smart, stylish and sleek imaging device

Great imaging performance

- 1 Megapixel camera always with you
- Fashionable and compact design

Enhanced imaging experience

- High quality **picture printing** support for home & office, kiosk and online
- Smart **video editing** - Movie Director
- Easy connection for compatible PC for **storing and sharing** - via USB and BT

Easy to use smart phone

- e-mail, calendar..
- Hundreds of Series 60 applications

Creative personalization



Total customer experience



Basic parameters

Dimensions:	108.6 x 53 x 18.7 mm
Weight:	118 g (with battery)
Volume:	93.5 cc
RF Bands:	GSM 900/1800/1900 and 850/1800/1900
Battery:	900 mAh Li-Ion
Talk Time:	up to 3-4 hours
Stand by Time:	up to 10-11 days
Colour display:	65, 536 colours, 176x208 pixels
Memory:	8 MB internal + 64 MB memory card (RS MMC card)

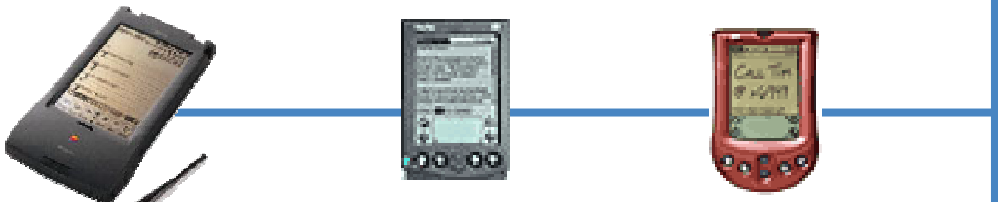


1+1+1=more than 3,
all elements in one compact and stylish package

Telephone



PDA



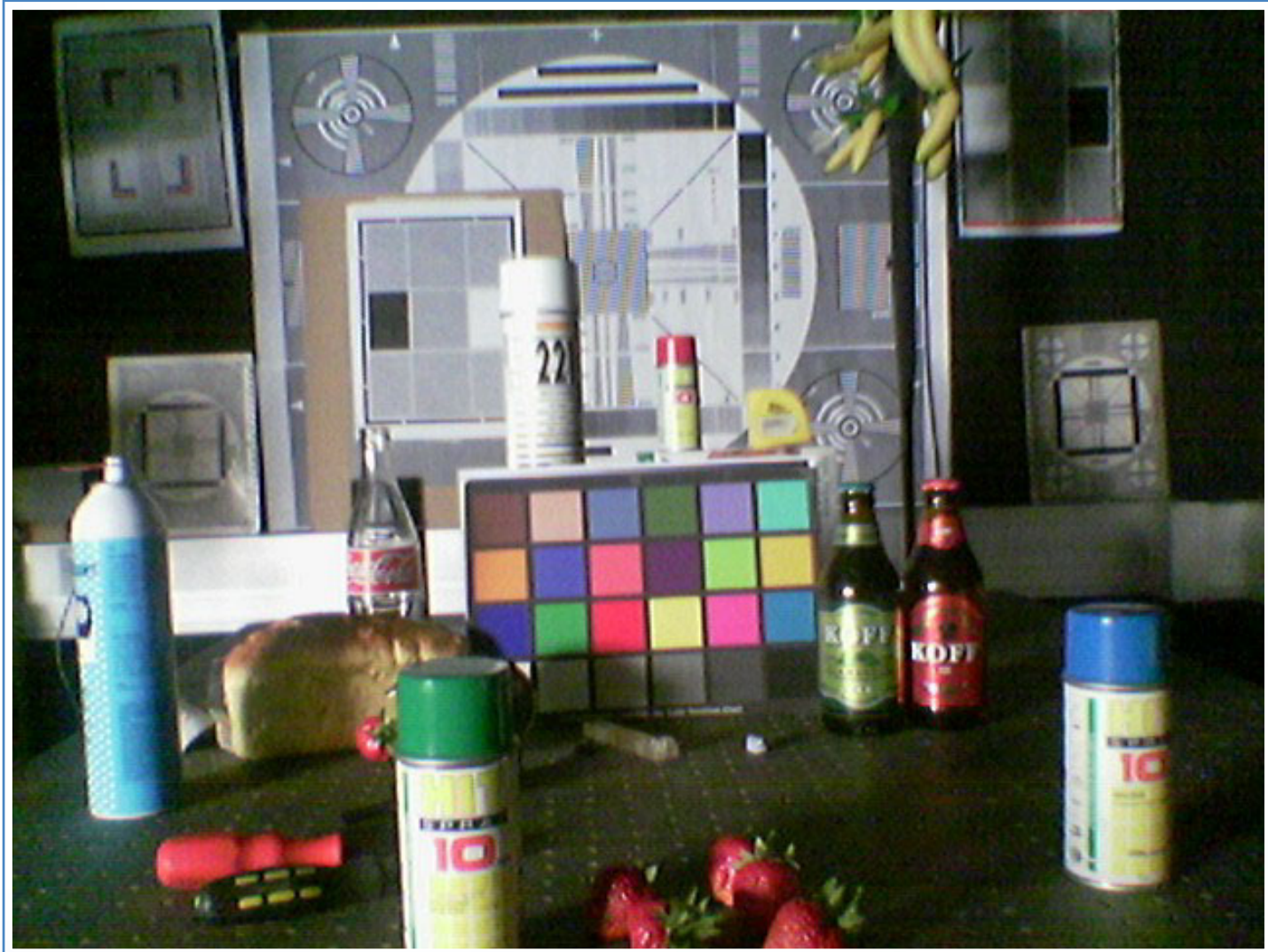
Camera



CIF resolution



VGA resolution



1 Mpix resolution



Making imaging mobile

Develop a range of pocketable mobile imaging products



Innovate in imaging technologies



Enable printing, sharing, storing independent of time and place



Make mobile imaging experience available in store, and ready out of box





NOKIA
CONNECTING PEOPLE