



# Nokia Mobile Phones -New era of mobility

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## Agenda

- Evolution of mobility into new applications
- What assets and competences are needed
- Opportunities in new value domains
- Vertu
- CDMA
- Conclusions

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# Evolution of the mobile industry

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## Mobile device trends

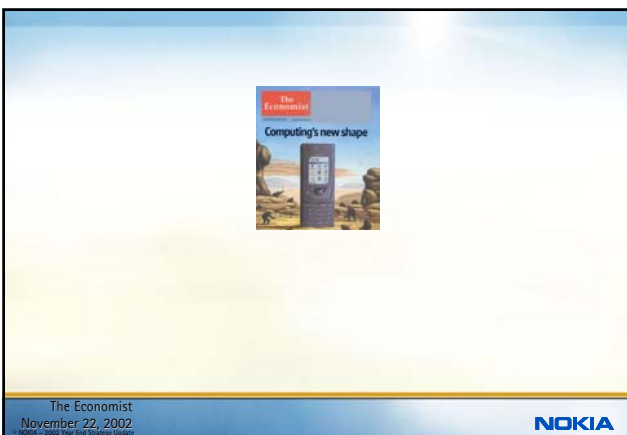


- Takes the role as the preferred centerpiece for personal content
- Utilises PC and fixed-line Internet for complementary purposes
- Interacts with multiple devices creating added value
- Performs multiple tasks as a life management and enrichment tool

Ubicom

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The Economist  
November 22, 2002  
Computing's new shape

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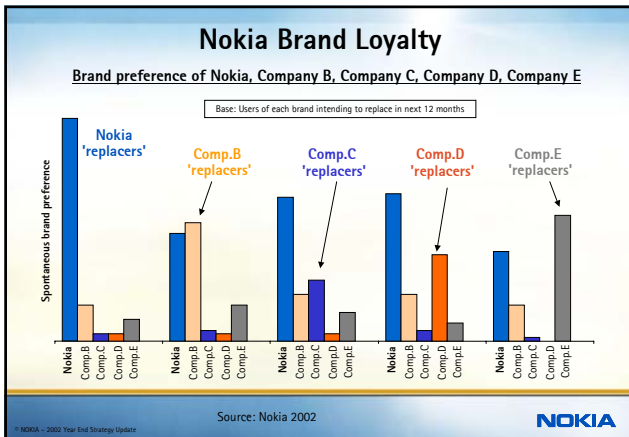
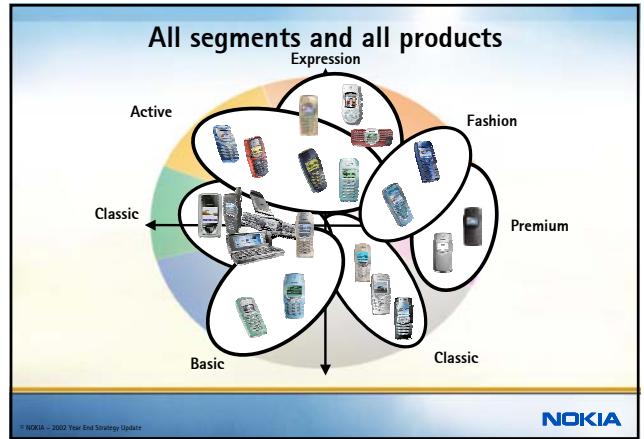
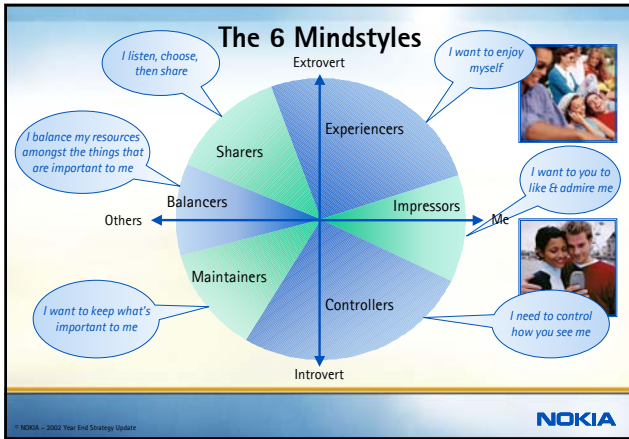
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## What assets and competences are needed

- Consumer behavior understanding
- Brand
- Technology
- Design
- Economies of scope

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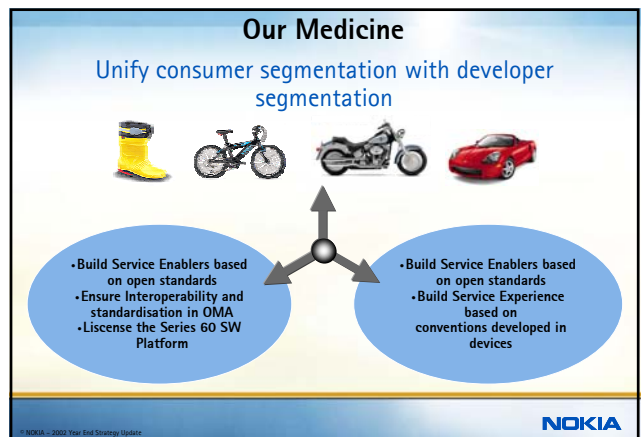
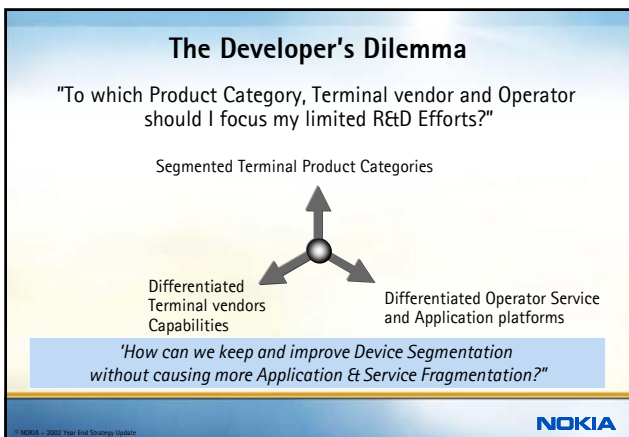


### Reader's Digest 2002 brand loyalty results

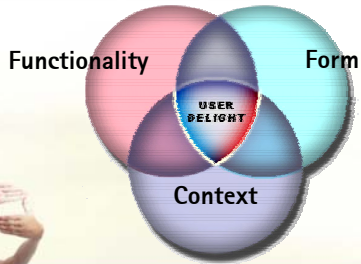
- Reader's Digest studies brand preference across product categories in Europe
- In 2002, one brand, Nokia, won outright across all 18 countries surveyed – for the second year running
- Loyalty in mobile phones was clearly higher than in any other product category

Mobile Phones - 2002	
Country	Preferred Brand
Belgium	Nokia
Czech Republic	Nokia
Denmark	Nokia
Finland	Nokia
France	Nokia
Germany	Nokia
Hungary	Nokia
Italy	Nokia
Netherlands	Nokia
Norway	Nokia
Poland	Nokia
Portugal	Nokia
Russia	Nokia
Slovakia	Nokia
Spain	Nokia
Sweden	Nokia
Switzerland	Nokia
United Kingdom	Nokia

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## Understanding Fundamentals of Mobility



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## Context is the essence of Mobility



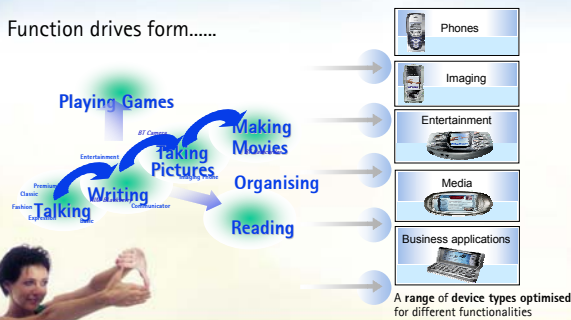
Context

Physical Context: Mobile Moving  
 Mental Context: Mono-tasking Multi-tasking  
 Environmental Context: Home Car Office  
 Location Context: Copenhagen Beijing  
 Social Context: Colleagues Friends Family

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## Functional Dimension – Rational Benefits

Function drives form.....



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## Form factor and functionality innovation – Nokia does it differently

- Form factors driven by the consumers:
  - usage needs
  - individual preferences
  - product categories
  - applications

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## Form factor and product concept innovation



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## Nokia has the technology in place



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## Open standards ensure new mobile services

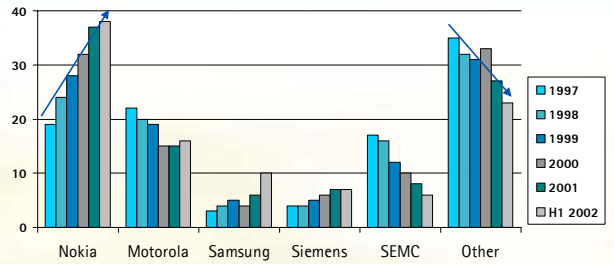


Non-fragmented global market for new mobile services & applications

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## Clear trends in market share – Nokia targets 40% share – consolidation continues



Source: Nokia 2002, Note: S EMC equals Sony Ericsson

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## Entertainment & Media – Games

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## Mobility is the next big thing in games

- New mobile game deck product category
- Nokia N-Gage™ mobile game deck launch in February 2003
- Multiplayer games – connected near distance community gaming over Bluetooth and wide area mobile games using cellular networks
- Opportunity for new revenue streams for operators
- Collaboration with leading games developers and publishers
- Nokia also acts as a game publisher for rich, interactive games
- Physical games distribution on memory cards



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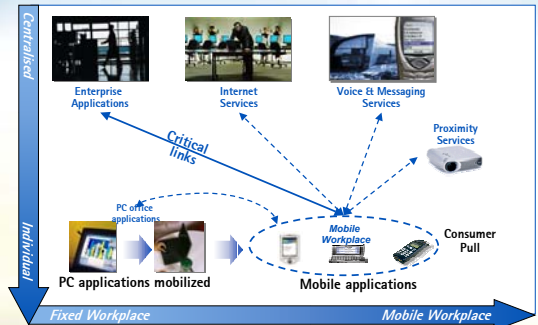
## Business Applications

Enabling companies and corporations make their employees more enterprising

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## The Mobile Worker needs a multitude of services



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## The Nokia portfolio supports multiple areas of enterprise mobility

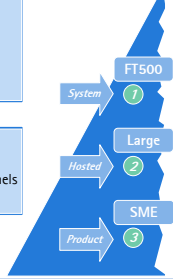


- Product portfolio with consistent system features:**
- Personal Information Management
  - Mobile e-mail support
  - Back-up
  - Synchronization
  - Connectivity to IT infrastructure
  - Terminal security
  - OTA settings
  - Development tools

## Nokia is committed to all levels of the enterprise market

- System products and services**
- Consulting
  - Integration
  - System life cycle care

- Well packaged**
- Products,
  - Volume channels
  - Product care



### Mobile business processes – person to system

- Productivity along vertical and functional business processes e.g. FFA
- Partnering with SI's and IT firms
- Direct and tailored solutions

### Rich person-to-person communication

- Productivity driven from primarily horizontal focus e.g. mobile e-mail
- Various players involved
- Solution is indirect and out of box

## Nokia 6800 – Mobile warrior toolset

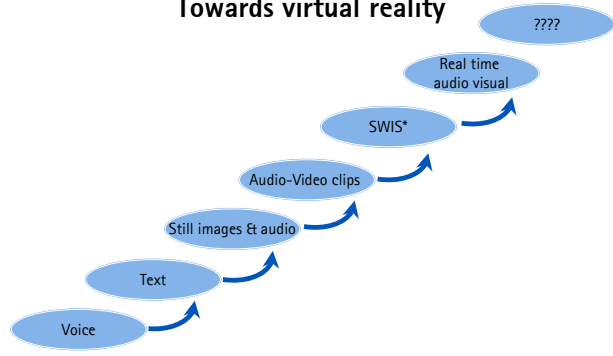
- Personal information management
  - SyncML
- Java™
- Multimedia messaging
  - Camera attachment
- Messaging keyboard
  - Mobile email
- Handsfree speaker
- Stereo FM radio



## Imaging



## Towards virtual reality



\* See What I See

## MMS is expanding



Nokia has the leading imaging portfolio  
(phones with integrated camera)

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... In addition Nokia has the strongest MMS  
phones portfolio

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Mobile enhancements

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Mobile enhancements is expanding

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Vertu



*world's most  
exclusive  
instrument for  
personal  
communications*

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# CDMA

## CDMA product range – steady improvement

Nokia 8270    Nokia 3285    Nokia 6385    Nokia 3585    Nokia 8280



1X

1X

1X

## CDMA Strategy Update

- CDMA Portfolio broadening and pace increasing, according to strategy
- 1XRTT products now shipping in USA, Mexico, Brazil, numerous other LSA countries, and Australia. Rollout continues.
  - Product for SPRINT now shipping
  - GPS for E911 for USA in Q1 as planned
- Color displays and cameras will become mainstream 2003
- Leverage Nokia global platforms
- Implementing global OMA based middleware standards

## Conclusions

## Conclusions

- Future is about Personal Mobility
- Ingredients for success
- New value domains
- Steady progress in CDMA market

Nokia Mobile Phones' Strategic Intent

Enrich people's lives by  
branded mobility solutions

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CONNECTING PEOPLE