

A man and a woman are standing outdoors near a lake, looking at a mobile phone together. The man is holding the phone, and the woman is pointing at the screen. They are both smiling. The background shows a calm lake reflecting the sky and trees with autumn foliage.

Nokia -New Era of Mobility

CeBIT Nokia IR Update March 12, 2003

Antti Räikkönen

Nokia IR

CeBIT, Nokia IR Update

Programme

9:00 – 9:35 **Ilkka Raiskanen, SVP Entertainment & Media, Nokia Mobile Phones**

9:35 – 10:15 **Juha Putkiranta, SVP Imaging, Nokia Mobile Phones**

10:15 – 10:30 **Q&A**

10:30 – 11:15 **Kai Konola, Director, Market Developing, Marketing and Sales, Nokia Networks**

11.15 - 11.30 **Q&A**

A man and a woman are standing outdoors, looking at a smartphone together. The man is holding the phone, and the woman is pointing at the screen. They are both smiling. The background is a scenic landscape with a lake, trees, and a bright sky.

Nokia -New era of entertainment

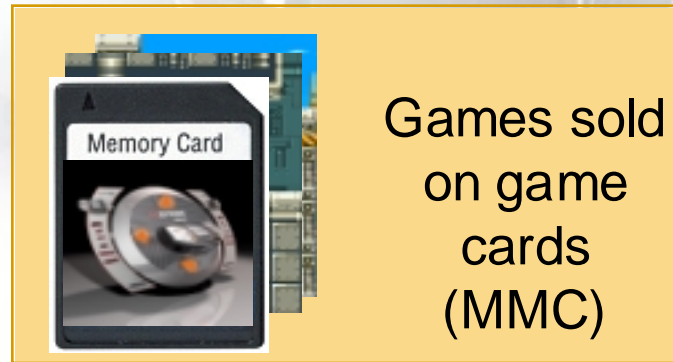
Ilkka Raiskinen
SVP Entertainment & Media
Nokia Mobile Phones



Games

Nokia N-Gage Takes Gaming to the Next Level...

- Interactive multiplayer games
- Online services
- Online add-ons
- Independent of time and place
- Unleashing innovation



N-Gage to address all major game genres



Sport
games

Strategy
games

Action
games

Racing
games

Fighting
games

Family
entertainmen
t

Simulation
games

Edutainment

Classic
games

Shooter
games

Major Game publishers support N-Gage platform



ACTIVISION

EIDOS

SEGA®

TAITO®

THQ

NOKIA



N·GAGE



N-GAGE.
NOKIA

Sega's Sonic – now on Nokia N-Gage



**SONIC
ADVENTURE**
SEGA®

©SONICTEAM/SEGA



N-GAGE.
NOKIA

Tomb Raider & Lara Croft – from Eidos



LARA CROFT
**TOMB
RAIDER**

EIDOS



Nokia original titles - Snowboarding



N-GAGE

N-Gage Online Services – new opportunities



- Game level & feature downloads - opportunity for game publishers
- Communities, tips, competitions – opportunity for service providers

Interactive Gaming – opportunity for mobile operators

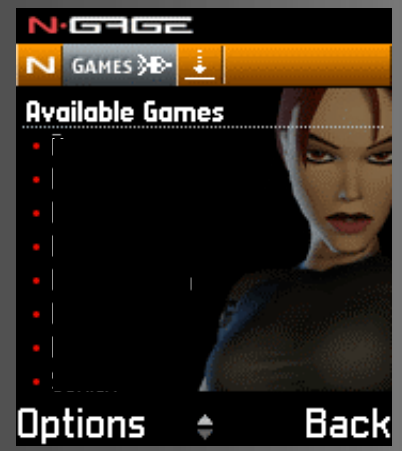
- Games industry becoming more interactive and online
- N-Gage supports both local and remote interactivity



- Loyalty & traffic for operators



T-Mobile to offer services to N-Gage gamers



N-Gage distribution strategy

- N-Gage high performance games sold on game cards (MMC*)
- Copy protection on game cards
- Device and games sold through
 - Game-specific retail outlets
 - Operators' retail stores
 - Major retail outlets
 - Other outlets where video games are sold



*MMC = MultiMediaCard

Developers invited to join the N-Gage platform

- Nokia N-Gage offers opportunities for games developers
 - New games concepts
 - New service concepts
 - Online add-on concepts
 - Unleash innovation & creativity
 - Lower Risk

Forum Nokia supports games developers around the world

www.forum.nokia.com/games

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Nokia N-Gage Business Model

- Nokia N-Gage game deck device
- Sales and distribution of branded games
- Nokia as a game publisher
- N-Gage as a platform for game publishers
- Mobile operators – airtime & services
- Service providers - N-Gage online services

A unique platform that provides opportunities for game developers and publishers, network operators and service providers



NOKIA



Music

Personal portable Music is a global mega phenomenon

- Recorded music is more than EUR 35 billion industry annually
- Music is everywhere - all ages & all nationalities
- Circa 100 million music devices sold annually
 - MP3 -Digital Audio Players
 - Portable CD Players
 - Portable Cassette Players
 - Portable MiniDisc Players
 - Portable Radios

Connected personal mobile devices are emerging as a new music consumption platform



Nokia 3300 – A True Music Experience

- Digital music player
- FM radio with 20 preset
- Music Recorder from FM radio
- True tones
- Loudspeaker
- Stereo headset
- MMC for music storage
- Music optimized ergonomics

- Preloaded music snacks
- Preloaded ring tones
- Full songs on inbox CD-Rom



Nokia 3300 – entertainment on the move

- High quality color display
- Wallpapers, polyphonic and True Tones
- Downloadable Java games
- Messaging
 - SMS
 - MMS
 - Chat
- WAP browser
- New provocative design
- Available Q2 2003



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CONNECTING PEOPLE