Nokia Mobile Software Strategy

Pertti Korhonen
Senior Vice President
Nokia Mobile Software

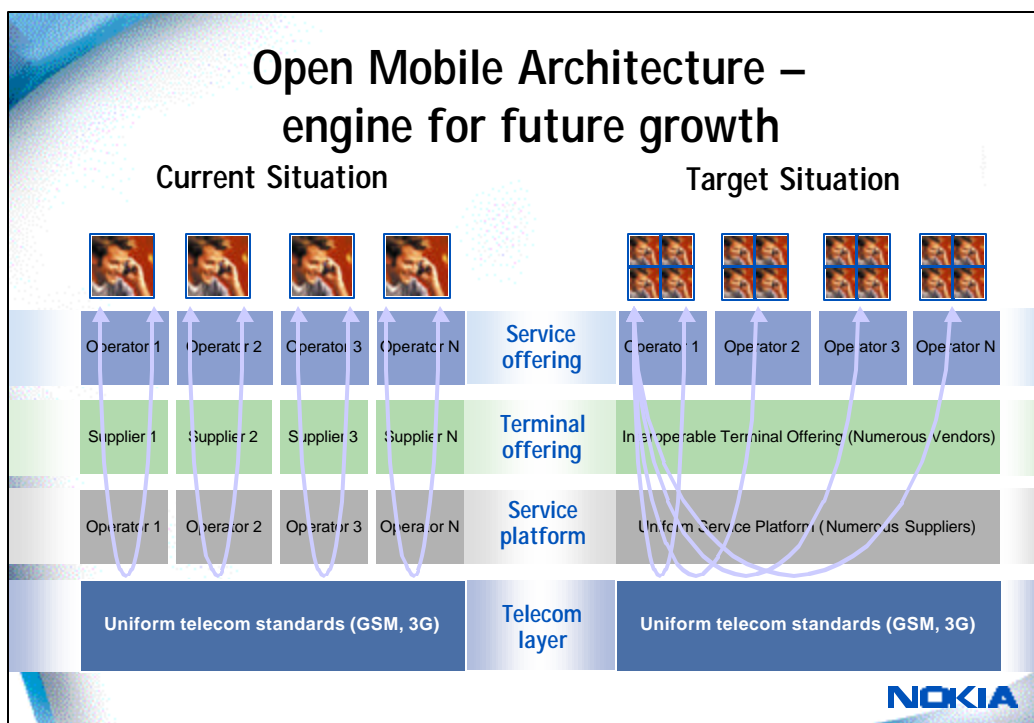**NOKIA**

Agenda

- Open Mobile Architecture initiative

- Nokia Mobile Software strategy & Offering

- Developer community

- Summary

NOKIA

Open Mobile Architecture Initiative

NOKIA

Open Mobile Architecture – engine for future growth

Current Situation

Target Situation

Operator 1	Operator 2	Operator 3	Operator N	**Service offering**	Operator 1 · Operator 2 · Operator 3 · Operator N
Supplier 1	Supplier 2	Supplier 3	Supplier N	**Terminal offering**	Interoperable Terminal Offering (Numerous Vendors)
Operator 1	Operator 2	Operator 3	Operator N	**Service platform**	Uniform Service Platform (Numerous Suppliers)
Uniform telecom standards (GSM, 3G)				**Telecom layer**	**Uniform telecom standards (GSM, 3G)**

NOKIA

Open mobile architecture initiative

- Non-fragmented global market for the next generation of mobile services

- Participants commit to products and services based on open mobile architecture enablers

- Other companies are all welcome to join in building a common future on open standards and shared architecture

NOKIA

Nokia Mobile Software Strategy & Offering

NOKIA

Nokia Mobile Software targets

Drive the take-off and growth of the mobile services industry:

- Stimulate the innovation and growth of mobile services with seamless user experience and freedom of choice
- Create open, non-fragmented software architecture
- Enable a business ecosystem with the operators, application developers and content providers

NOKIA

Nokia Business Model remains unchanged

Mobile Networks	Application platforms	Mobile Phones
Radio Network	Messaging	Design
Mobile Core Network	Intelligent Browsing	Brand
All IP Intelligent Edge	Nokia Mobile Phones	Applications
Network Management Systems		User Interface
	Nokia Networks	Operating System
		Application Chip
		Engine
		Manufacturing
		Components

NOKIA

Nokia Business Model remains unchanged

Mobile Networks

- Radio Network
- Mobile Core Network
- All IP Intelligent Edge
- Network Management Systems

Application platforms

- Server Applications
- Service Platforms

- Nokia Mobile Phones
- Nokia Mobile software
- Nokia Networks

Mobile Phones

- Design
- Brand
- Applications
- UI Components
- Operating system
- Application Chip
- Engine
- Manufacturing
- Components
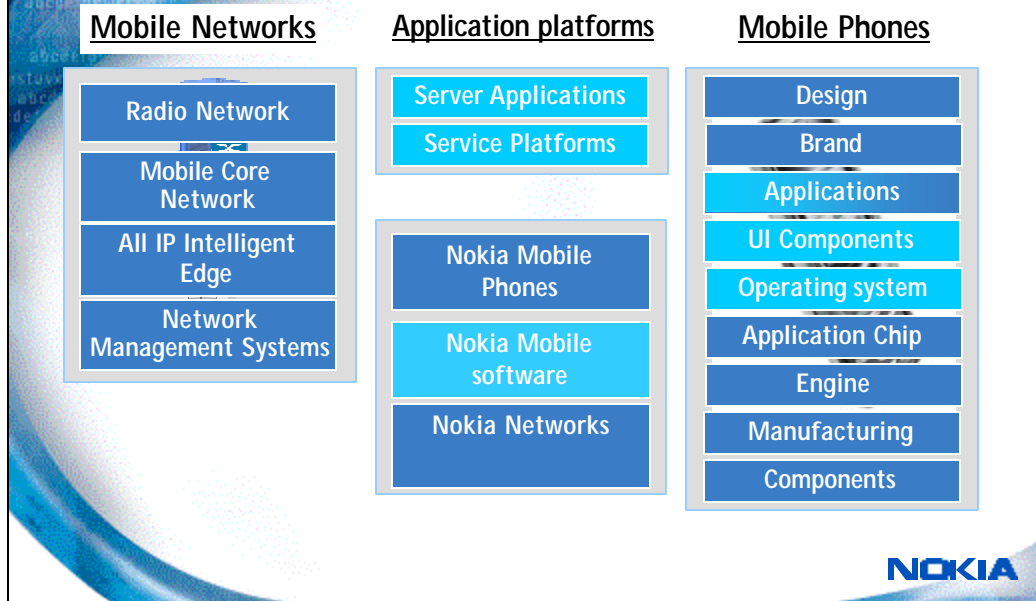
NOKIA

Focus technology enablers

- **Browsing** XHTML & CSS
- **Messaging** SMS MMS
- **Downloading** Java
- **Mobile DRM**
- **Content Formats**
- **Authentication**

Critical enablers

(Client, Server, Content)
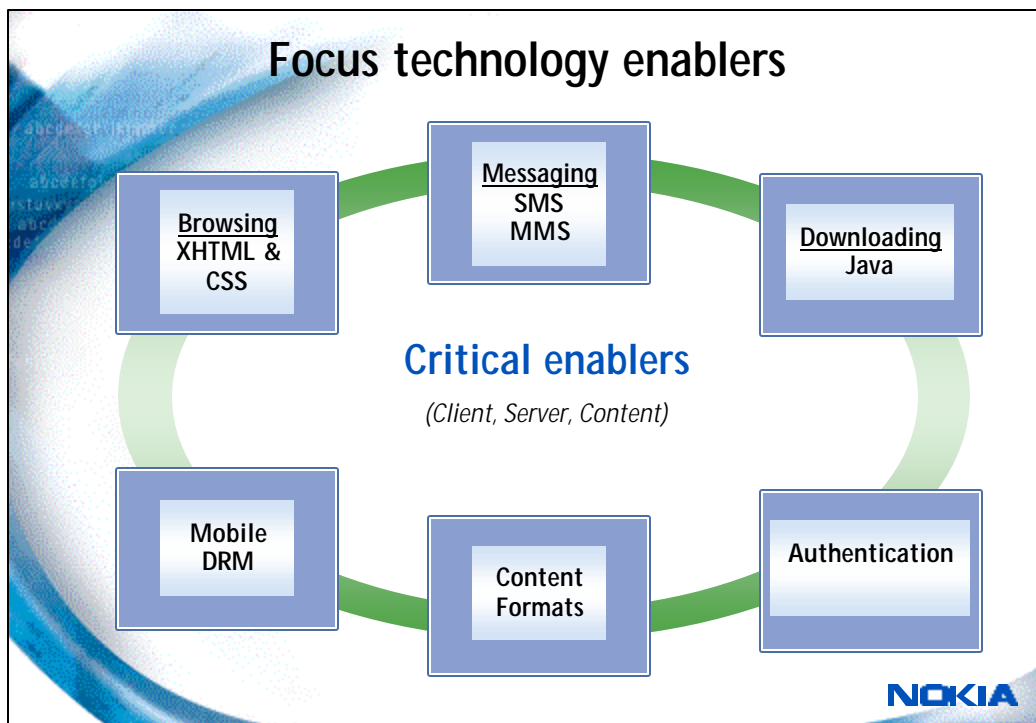
NOKIA

Nokia Mobile Software offering

Open Mobile Architecture

Terminal SW Components

• Browser Client
• MMS Client
• DRM Client
• Downloading Client

The components can be ported to various operating systems.

```
┌─────── Names ───────┐
│ Aaltonen, Satu       │
│ Adm                  │
│ Carreido, Elena      │
│ Arabella             │
│ Options        Back  │
└──────────────────────┘
```

•a cost-driven
 platform
•one-hand operated

Series 60 Platform

Application components:
• Browser
• Messaging Client
• DRM Client
• Downloading Client
• Utilities, games

User Interface

```
┌─ Contacts ────┐
│  abc          │
│ Aaltonen, Satu │
│ Adm            │
│ Carreido, Elena│
│ Arabella       │
│ Bond, James    │
│ Options   Back │
└────────────────┘
```

•a feature-driven
 platform
•large colour screen
•one-hand operated
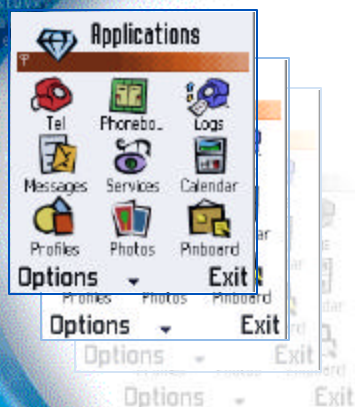
based on Symbian OS

Server Software Platforms

• Intelligent Browsing   • Messaging   • Downloading   • Mobile Commerce

NOKIA

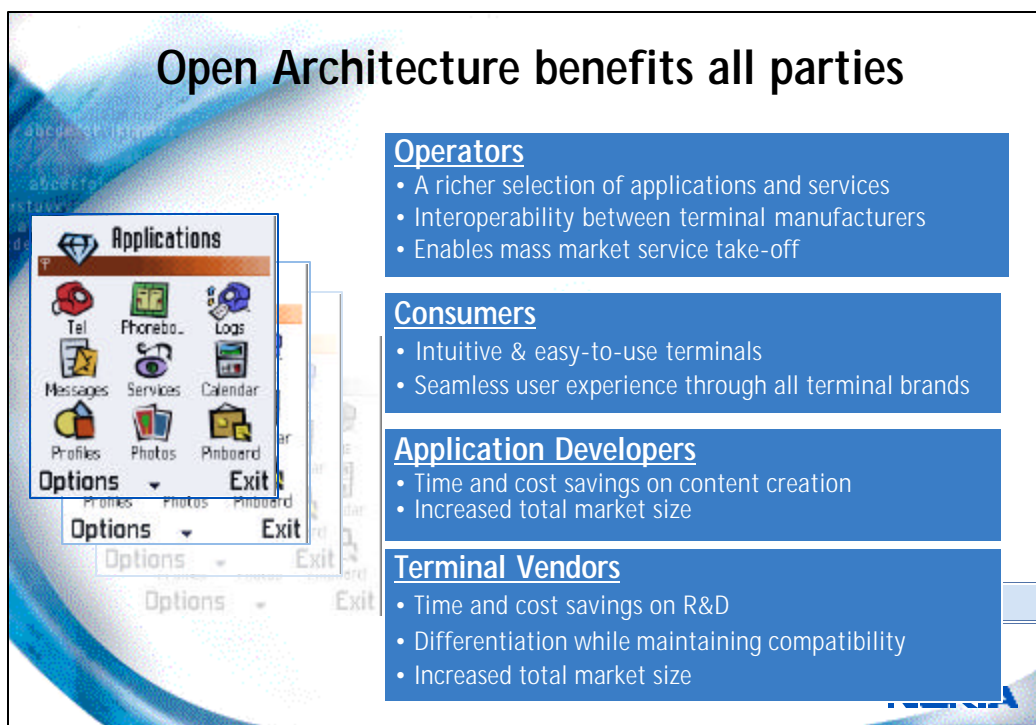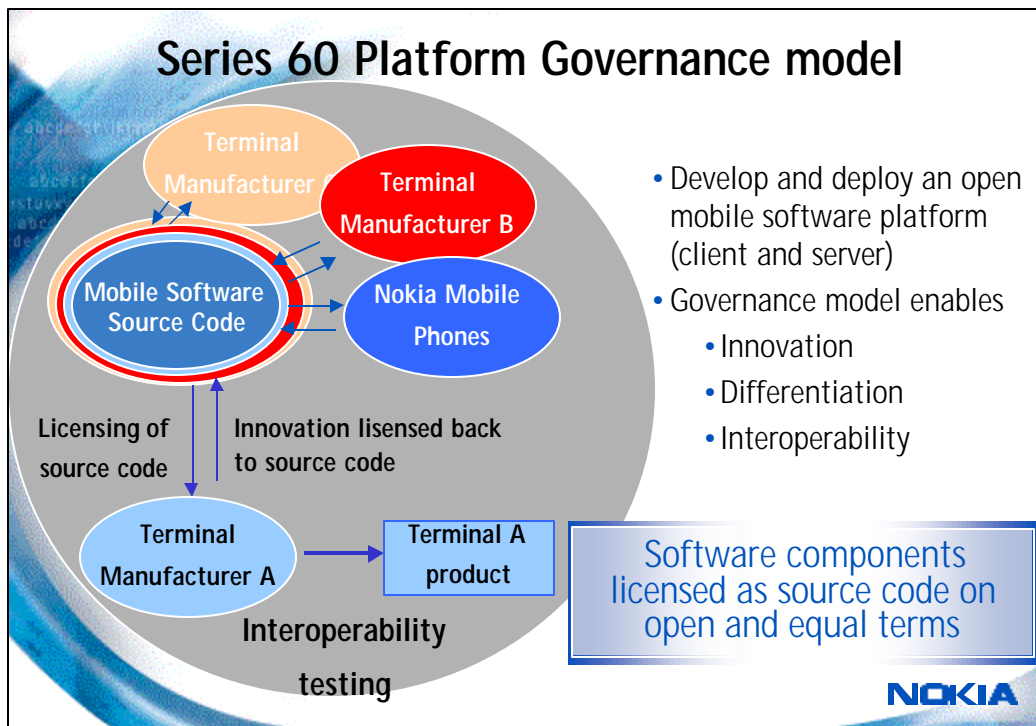
What is the Series 60 Platform?

Available now for licensing by terminal manufacturers

• For an application driven phone
• For one-handed operation
• For rich communication
• For content browsing and downloading

For the new mobile services

```
┌─ Applications ──────┐
│ Tel   Phonebo.. Logs │
│ Messages Services Calendar │
│ Profiles Photos Pinboard │
│ Options  ▼    Exit  │
└──────────────────────┘
```

NOKIA

Series 60 Platform Governance model

Terminal Manufacturer

Terminal Manufacturer B

Mobile Software Source Code

Nokia Mobile Phones

Licensing of source code

Innovation lisensed back to source code

Terminal Manufacturer A

Terminal A product

Interoperability testing

- Develop and deploy an open mobile software platform (client and server)
- Governance model enables
  - Innovation
  - Differentiation
  - Interoperability

Software components licensed as source code on open and equal terms

NOKIA

Open Architecture benefits all parties

Applications

Tel   Phonebo..   Logs

Messages   Services   Calendar

Profiles   Photos   Pinboard

Options   Exit

Operators
- A richer selection of applications and services
- Interoperability between terminal manufacturers
- Enables mass market service take-off

Consumers
- Intuitive & easy-to-use terminals
- Seamless user experience through all terminal brands

Application Developers
- Time and cost savings on content creation
- Increased total market size

Terminal Vendors
- Time and cost savings on R&D
- Differentiation while maintaining compatibility
- Increased total market size

NOKIA

Nokia Mobile Software partner references

- Terminal client agreement with Samsung
  - Browser client
  - Smart Messaging client
- Series 60 trial with Matsushita
- 20 industry leaders supporting Open Mobile Architecture
- Co-operation agreements with Sony Corporation and NTT DoCoMo
- 14 Multimedia Messaging trials ongoing with Operator customers

NOKIA

Developer Community

NOKIA

The best business opportunities for developers through Forum Nokia

Offer the best business opportunities

Create the best development platform for each product category

Provide the best developer community services

Forum Nokia – Largest wireless developer community:
• more than 500 000 developers globally

FORUM NOKIA
NOKIA

Nokia Tradepoint and Software marketplaces accelerate mobile market development

Nokia Tradepoint marketplace

   • B2B marketplace for selling solutions and applications **through service providers and operators**

Nokia Software marketplace

   • B2C marketplace for distributing Symbian applications **to consumers and business users** over the web

www.tradepoint.nokia.com
www.softwaremarket.nokia.com

Third party Applications are a key driver for the next phase of Mobile World

Summary

- **Open mobile architecture initiative** enables emergence of non-fragmented global market for the next generation of mobile services
- Broad **industry consensus** in driving the initiative forward
- Nokia Mobile Software mission is to enable new value added services with seamless user experience by offering **client-server service platforms** based on open standards
- Importance of **Developers** is crucial in creating the winning acrhitecture and business system