



Capital Market Days

Multimedia Business Group

Pekka Rantala
Senior Vice President
Multimedia Marketing

Multimedia strategy



Capital Market Days

Expand Nokia beyond traditional mobile phones

- Mobile imaging
- Entertainment on-the-go

A focus on the future

- Voice is only one application
- Smartphones for a variety of purposes
- Latest technologies
- Business model & partner innovation

Nokia value add in convergence

- Always with you
- Connected mobility
- Ease-of-use



Focused on Growth



Capital Market Days

Nokia Multimedia 57% YOY sales growth during Jan – Sep 2004

Nokia has 50% market share in GSM mega pixel camera phones

Nokia has 40% market share in converged mobile devices

Nokia has sold 15 million Symbian Series 60 smartphones

More than 1 million N-Gage sold in first 10 months

Source: Nokia Internal Forecast; Canalsys

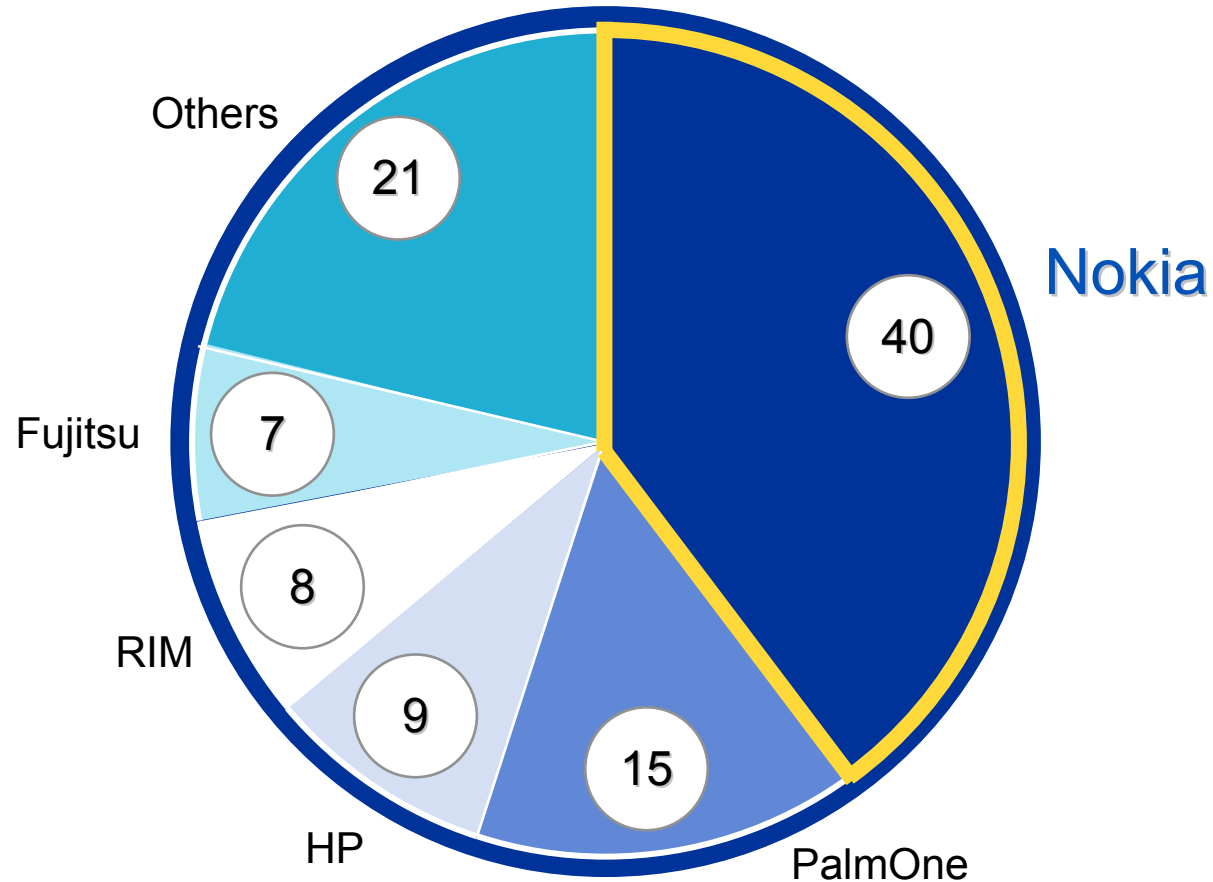
Leading in global smartphone/PDA market



Capital Market Days

Handheld and converged device*
market shares, Q3/2004

Percent



Source: *Canalys*

* Mobile Device Market: feature phones, smart phones, handhelds and wireless handhelds.

Camera-phones have become norm in daily life



Capital Market Days



Source: Jakarta, Indonesia

7610 well received globally

Capital Market Days



PC Pro
The best smartphone range of
2004

Expanding the product portfolio



Capital Market Days

2003



2004





New markets – new mentality



Capital Market Days

Multiradio and non-cellular focus

- Embracing multiple radio technologies
 - WiFi
 - Bluetooth
 - 3G
- WiFi only devices from Nokia 2005+

Enhanced connectivity

- PC synchronization
- Standard consumer electronics interfaces
 - USB2.0, Firewire, Pictbridge, TV out, SIP, UPnP



Mobile imaging: Well positioned to lead in growth market



Capital Market Days

1. Majority of Nokia camera-phones launched in 2005 will have mega pixel camera
2. ¼ of Nokia new products in 2005 will be 3G WCDMA and cover multiple price points
3. Increased customization to operators



Mobile gaming: Developing a compelling gaming experience



Capital Market Days

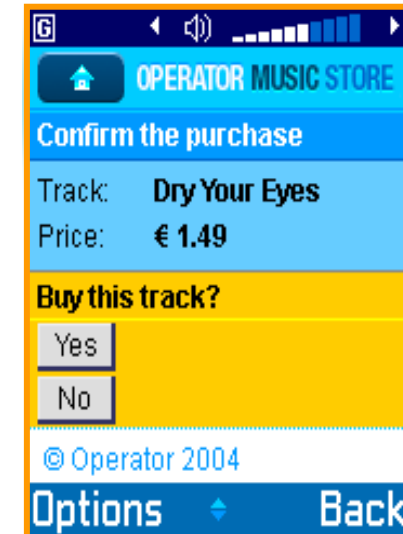
1. **Expanded title catalogue targets wider segment**
 - 50+ announced titles end 2004
 - Exclusives and brands: Tiger Woods, Pocket Kingdom
2. **Increase online entertainment usage (N-Gage Arena)**
 - 170 000 Arena users
 - Only mobile massively multi-player platform
3. **Expand cooperation with partners**
 - Operators
 - Publishers

Mobile music: Enter & lead with new value proposition



1. **Visual Radio roll-out with FM station partners**
 - Devices in market Q1 2005
2. **Launch music service with operators**
 - Over-the-air and PC music purchase and synchronization
3. **Deliver music portfolio to market in 2005**
 - Memory, music user interface

Capital Market Days



Mobile media: Lead new media device market



Capital Market Days

Mobile TV – anywhere, anytime

1. Create mobile TV value system
2. Pilots in UK, US, Germany and Finland
3. Mobile TV standard & regulation
4. Bring a leading mobile TV device portfolio to market in 2006



Commercial Mobile TV during 2006

Mobile TV based on DVB-H = Digital Video Broadcasting - Handheld

Mobile media: Lead new media device market

Capital Market Days

Mo
1. C
2. F
3. F
4. E
p



Nokia to bring a Series 60 based smart device to market with integrated DVB-H feature in 2006

Co

Mobile TV based on DVB-H = Digital Video Broadcasting - Handheld

Mobile media: Lead new media device market



Capital Market Days

Mo
1. C
2. F
3. F
4. E
p

BBDO "Outburst National" Rev. **CRUX**
Cingular Wireless WFST - 2419 :30
N-Gage

The Sims™, Roller Coaster Tycoon™, Tiger Woods PGA TOUR™ 2004 Software & Related Materials © 2003 Electronic Arts Inc., Electronic Arts, The Sims, EA, EA SPORTS and the EA SPORTS logo are trademarks or registered trademarks of Electronic Arts Inc. in the U.S. and/or other countries. All Rights Reserved. The name, likeness and other attributes of Tiger Woods represented on this product are the trademarks and copyrighted designs, and/or other forms of intellectual property, that are the exclusive property of these licensors and may not be used, in whole or in part, without their respective written consent. PGA TOUR and PGA TOUR and Sporting Clutter design are trademarks of PGA TOUR, INC. and used by permission. All other trademarks are the property of their respective owners. EA SPORTS™ is an Electronic Arts™ brand.

08.26.04
©2004 Cingular Wireless, LLC

Nokia to bring a Series 60 based smart device to market with integrated DVB-H feature in 2006



Cor

Mobile TV based on DVB-H = Digital Video Broadcasting - Handheld



Mobile media: Lead new media device market

Capital Market Days

Nokia 7710 – wide screen multimedia smartphone

- Stylish **widescreen** smartphone with **pen input**
- Get entertained with **Multimedia** on the go
- Enhance your **productivity** on the go



Summary: Poised for growth



Capital Market Days

- Expand Nokia beyond mobile phones to:
 - Mobile imaging
 - Mobile games
 - Mobile music
 - Mobile media
- Leader in high-end imaging and smartphones
- Strong partners for compelling experiences





Capital Market Days

Thank You!