



Capital Market Day

Means to Gain Product Leadership

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Phones

Today's Agenda

Capital Market Days

- Portfolio
- Efficiency
- Design
- Consumer understanding



Form Factor Evolution in Portfolio



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7200 6225 6260 6170 2650

Clamshell – renewed focus



5140 3220 6630 6230

Monoblock is here to stay



8910i 7650 6820 6260

Is slide or swivel the next thing

And after that...

Clamshells Are Mainstream in Our Portfolio



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6260

6255



7200



7270



2650



6170

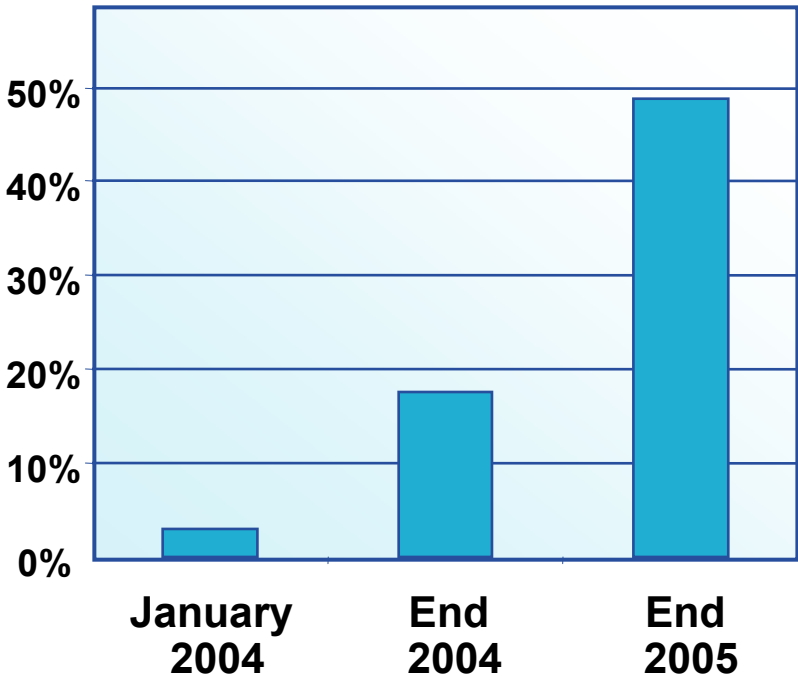


Pursuing the Clamshell & Slide Upside



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Clam & slide % of revenue (MP BG)



Continuous Evolution of R&D Operations

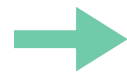
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“Old Program” Mode

Before 2000

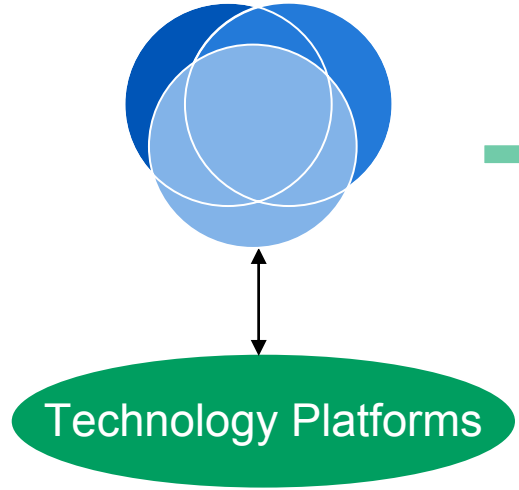


Single Products =
Minor re-use



“Product Platform Program” Mode

2000 - 2003

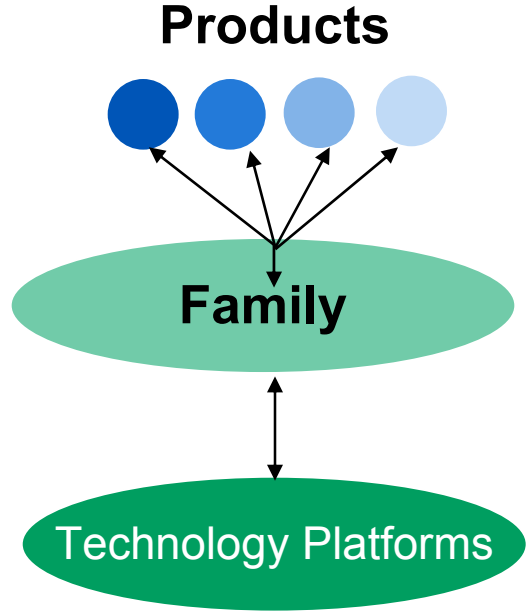


A lot of re-use =
Similar looking products in the family



“Product Family” Mode

2003 and onwards

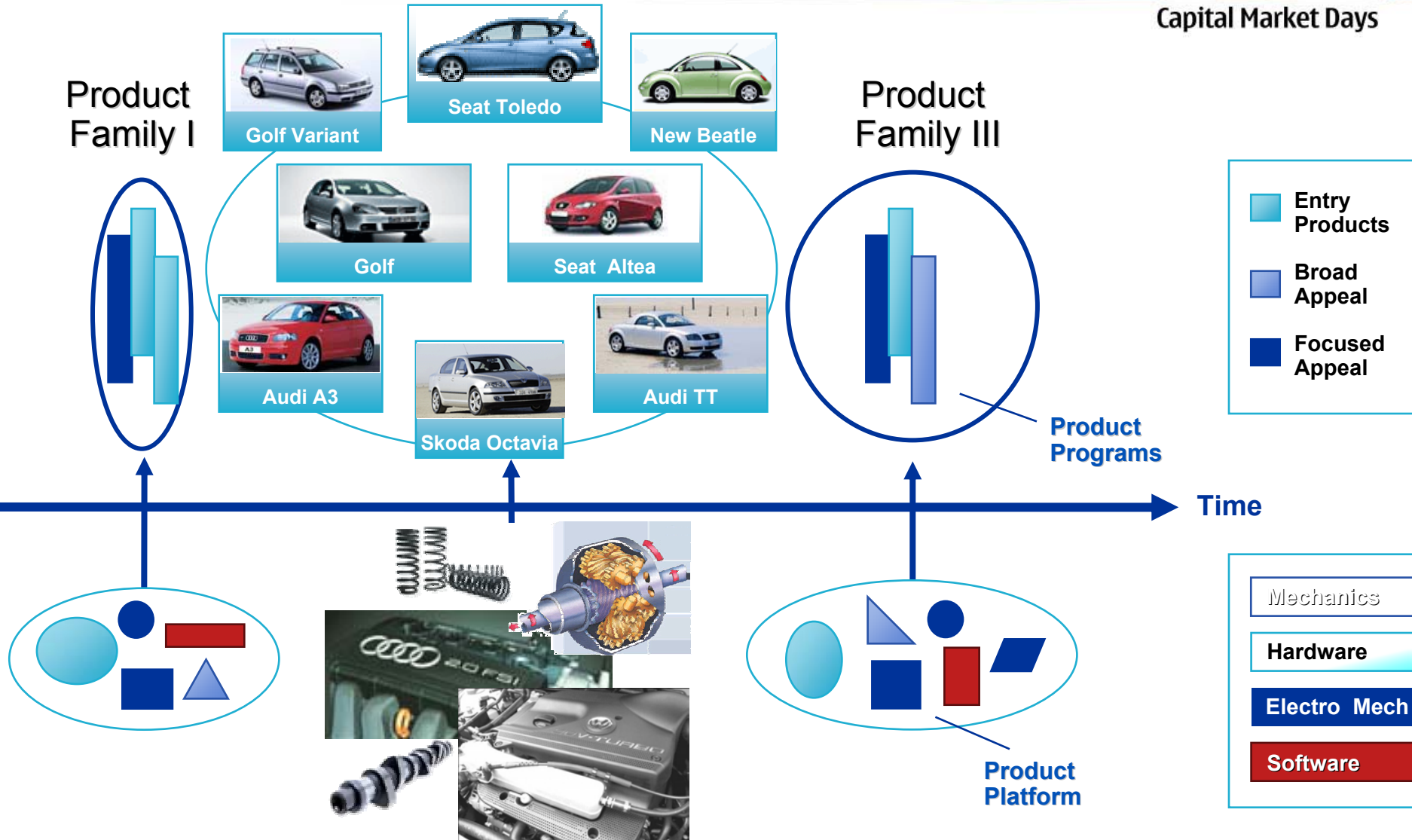


Re-use of modules =
More product differentiation

Product Families – A Well-known Model



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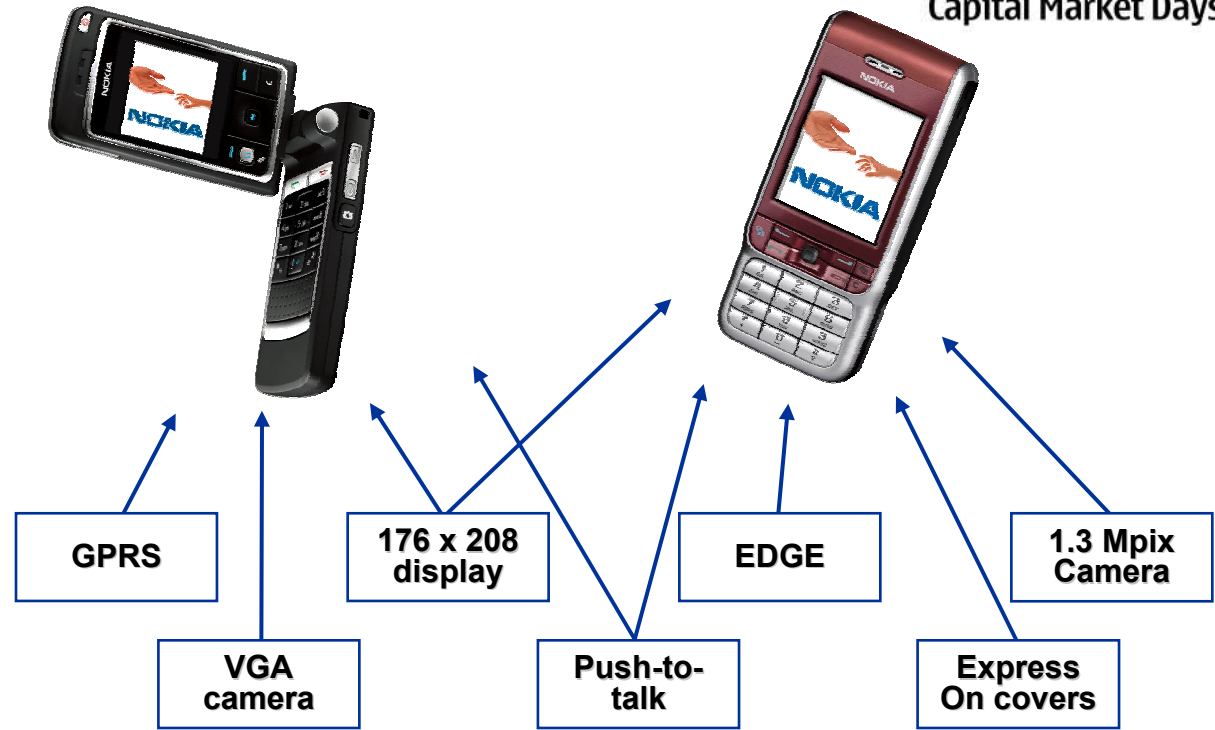
- Entry Products
- Broad Appeal
- Focused Appeal

- Mechanics
- Hardware
- Electro Mech
- Software

More Product Differentiation



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Variability elements within product family

Variability in mechanics & form factor

Common elements defined to product family

Mechanics & form factor	Mechanics & form factor
Engine generation	RF capabilities MMS version
Memory size	Midi tones Java version

PAP - Our Operator Customer Approach



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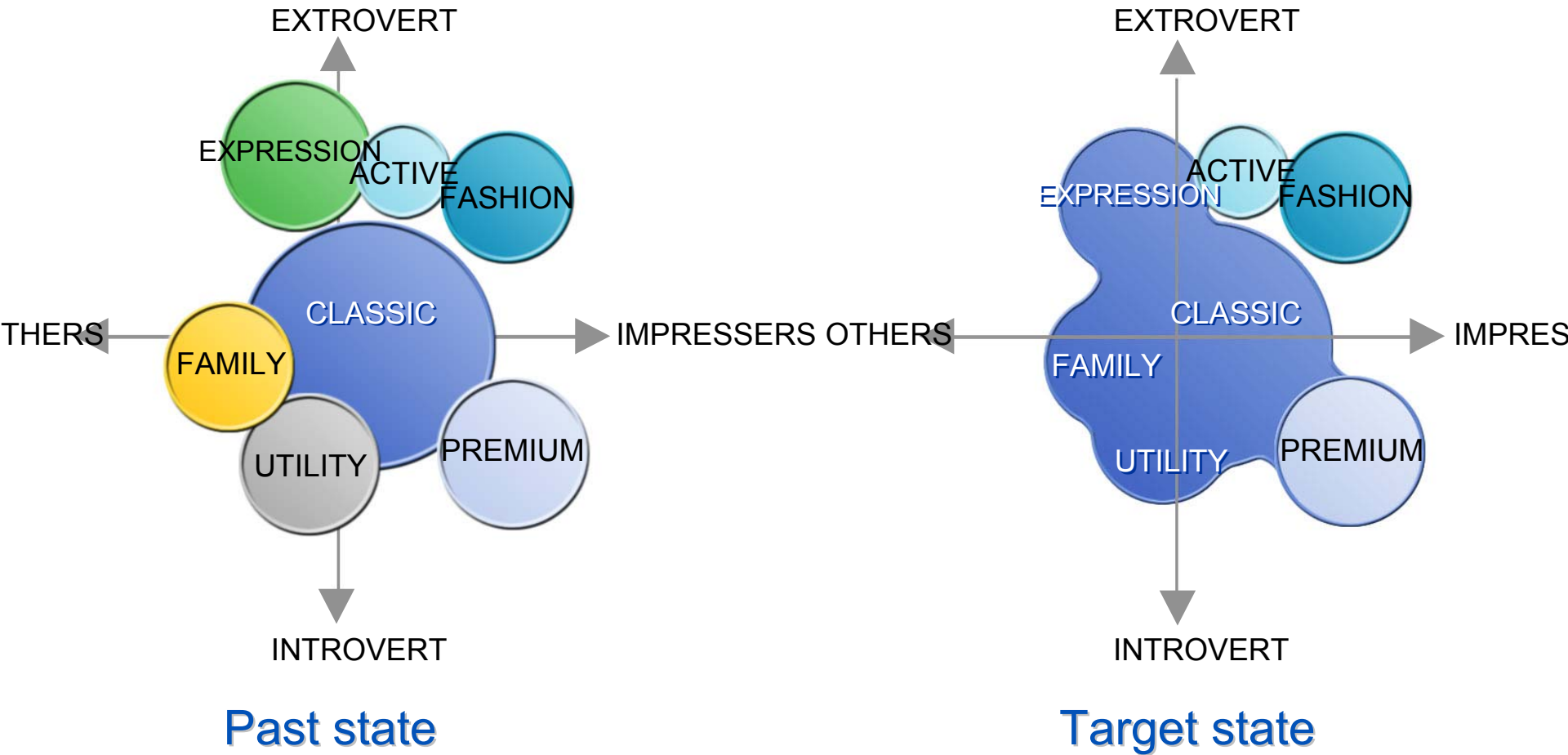
1. SW platform based customization
2. Exclusive Products to Operators
3. Long term Collaborative Product Planning approach started with Operator Customers



#1 preferred handset partner for Operator
Win Win Synergies from complementing brands
Efficiency in execution

Design Direction

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Design Evolution



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Classic Category Evolution



Expression Category Evolution



Listening to Customer Feedback



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Design / style / appearance
Durability
Size
Weight
Features / functions
Price
Overall ease of use
Resistance to scratches
Ringing volume
Reception quality

Display
Buttons and keypad
Menu system
Technical reliability
Texting
Built-in games
Camera (built-in)
Camera accessory (separate item)
Calendar
E-mail

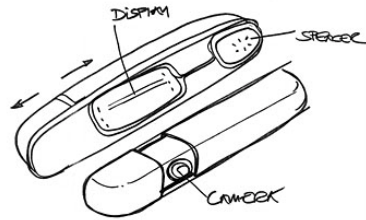
FM radio
Mobile Internet access
Music player
Video player
Video recorder
Ease of activating the camera (accessory)
Ease of finding stored images
Ease of transferring images between devices
Ease of storing images
Ease of sending images
Fitness monitor & calorie counter

Continuous improvement...

Capturing Consumer Understanding



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Usability Testing & Target User testing

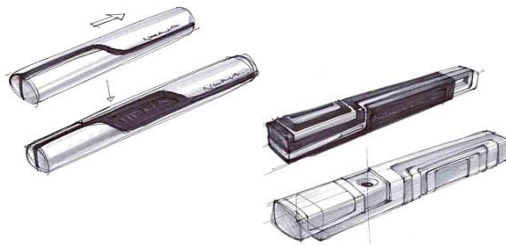
Market & Consumer Understanding

Concepting

Implementation (Product Program)

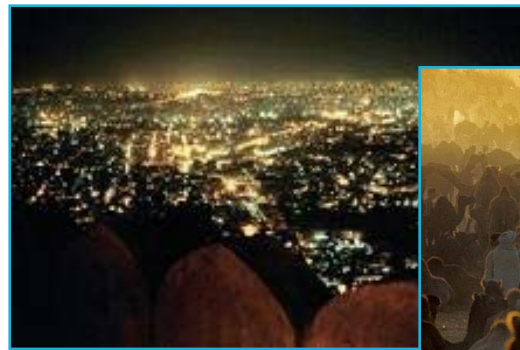
Marketing Positioning

Launch



Capturing Consumer Understanding

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Market & Consumer Understanding

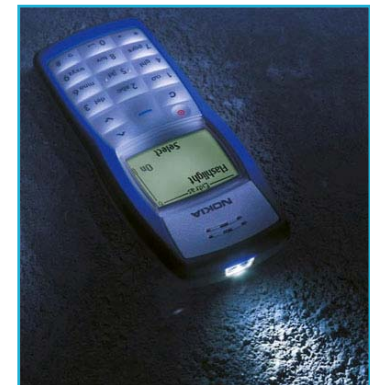
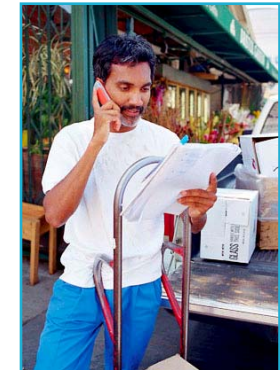
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Thank You!