

Transforming the Way We Connect

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"Transforming the Way We Connect"***Olli-Pekka Kallasvuo******President and CEO, Nokia******Nokia World Press Conference******Barcelona, Spain******2 December 2008******(Editor's Note: Speech as delivered may have varied slightly from the written text)***

Good morning, everyone! And welcome back to Barcelona and Nokia World!

That video makes a good point. Since the beginning of time, we have constantly been inventing new ways to connect and understand the world around us.

Today, we are at the threshold of another profound change in the way we connect and interact with each other and with our world.

We see a world where our mobile devices unleash the possibilities of the Internet in entirely new ways.

We see a world where your Nokia device, linked to the Internet and aware of your location and preferences, constantly adapts to your surroundings.

We are, in fact, transforming the Internet and the way we connect – making the experience more social, more instinctive, more spontaneous and fun – putting in your hands the power to be more in tune with the world around you.

Imagine a device that truly anticipates what you want and need. A device that automatically lets you avoid traffic jams, long lines or crowds. A device that becomes an indispensable personal assistant.

This is a world where the possibilities will be limited only by our imaginations. One thing's for sure: The way we connect is about to become a lot more fun, and a lot more about you.

By putting together your location, your interests and your contacts, you get “mash-ups.” I love this idea – taking information from different sources and creating something entirely new, unique and personally useful.

Imagine what can happen when we mash-up social networking and your location – when your device automatically knows where you are, where your friends are, and what they are doing. This adds a real-world dimension to the Internet and navigation – what we call your “social location.”

Your social location – or “so-lo” – will provide a way to connect spontaneously to those with whom you share your life. It will become your here-and-now identity.

Now imagine a device that allows you to discover the world around you by delivering knowledge to your fingertips in an instant. Here’s what I mean: It’s a service we’re working on called “Point and Find.”

Say you are into architecture and you’re visiting Barcelona for the first time. You turn a corner and see this beautiful cathedral, and you want to learn more about it.

You take out your Nokia device and simply point it at the building. The device immediately delivers detailed information about the cathedral, via the Internet – when it was built, the architect, its history and significance – maybe even when you can take a tour.

Or imagine you’re walking downtown and you see a new movie poster. You point your phone at the poster and instantly you can watch the trailer. If you like what you see, you can find where the movie is playing, and even buy tickets for the evening show – all with just a couple of clicks.

The Point and Find movie service already is in beta testing, and will be launched soon.

This is just one example of the potential of your mobile device, leveraging the power of your Internet, to bring who, what, where and when together. It will allow you to discover spontaneously – to become more engaged in the real world around you.

At the center of Nokia’s vision, as always, are people.

This is a world where you will have the power to tailor and personalize your Internet – how and when you like – to make your day-to-day life easier and more fulfilling.

You will be in control. You will decide whether your Internet experience will be social or solitary. You will choose which services to use on your device, what information you will share and with whom you will share it.

This means: Instead of just one Internet, there will be billions of Internets!

What we will show you today are the next steps in making this future vision a reality. Before Anssi comes on stage to talk about the ideal mobile device, I'd like to fill you in on some of the new services we'll be offering soon.

Over the past two years, Nokia devices have been bringing people and places together in new ways. By integrating maps and GPS capability into our devices, we have opened the door to an almost endless array of possibilities.

More than 6 million people have downloaded our mobile maps application to date. And we now have even more of the globe covered – a total of about 200 countries.

Starting today, Nokia Maps takes another big step towards our vision of the future ...

(Ovi video)

As you can see, we now have combined satellite maps with terrain and topography for your Nokia device. Nokia Maps will have three-dimensional landmarks for more than 200 cities – a feature unique to Nokia. Speed limit and traffic delay warnings for in-car navigation. Thousands more points of interest and additional information. And soon, more extensive travel guides and weather updates. All of this will further enhance what is already the world's best navigation service available on a mobile device.

That's not all.

We know people often need to plan their journeys and explore their destinations on their PC. So we're introducing Maps on Ovi which is the first free service that allows people to synchronize maps and routes with their mobile devices. You can also download more navigation services or upgrade your existing Nokia Maps.

All of these improvements leverage the power of NAVTEQ maps, the industry leader in navigation.

As maps and other Nokia services expand, they will be available on more Nokia phones in more places. And not just for those of us in the developed world. We see this as a great opportunity to re-invent the mobile phone and improve the lives of literally billions of people in the developing world.

Innovation, of course, is not just about the new and different. It's also about making existing things work better. It is about breaking down the barriers between the PC and your mobile device, wherever you are. It is about working to improve choice.

Consider mobile e-mail. For some of us, particularly for work, e-mail has become indispensable on our mobile device – it's certainly more convenient than carrying around a laptop.

But 75 percent of the world's people haven't even used e-mail yet! That's a huge number. And for many of these people, their first e-mail experience will be on a mobile phone, not on a PC.

At Nokia, we believe e-mail should be for everyone.

Just recently, we launched "Mail on Ovi," bringing an easy-to-use e-mail service to market for the millions of people around the world who use Series-40 devices. Mail on Ovi provides an Internet identity for those who do not have one – as well as access to other Ovi services from a mobile device or a PC

Speaking of email, many Nokia devices can now use the world's two most popular corporate e-mail applications, Microsoft Exchange and Lotus Domino, with no need for costly additional servers or middleware.

This is one of those devices: the Nokia E71, the world's thinnest QWERTY smartphone.

In the past month alone, Wired Magazine named the E71 the "best cell phone for 2008," while Fortune said the Nokia was its top pick when compared with the Blackberry Bold, Apple iPhone and Android G1.

The E71 went on sale in July, and already it's the most popular QWERTY device Nokia has ever sold. As more businesses become aware of our low-cost, secure e-mail solutions, we expect the E71's popularity to grow even faster.

Most of us here, along with millions of others, also have personal e-mail accounts. Typically, we also use multiple Instant Messaging and social networking services. Wouldn't it be great to have just one point on your mobile phone to connect to all of these?

Today, I'm pleased to introduce Nokia Messaging – a new service for mobile e-mail and Instant Messaging. Nokia Messaging combines different ways to communicate in one simple package. Whether it's a web-based account, your e-mail account from your Internet service provider, or your favourite messaging client – you can find it on Nokia Messaging.

The service supports the most popular mail and IM services on the market, as well as services from thousands of ISPs around the world. This is just another way Nokia is broadening the appeal of mobile e-mail and messaging globally.

Nokia already has shipped about 200 million devices that allow the use of Nokia Messaging, Mail on Ovi and Microsoft Exchange for corporate email.

Through these initiatives, we hope to end "e-mail elitism" – by making e-mail available and affordable to everyone!

These and the other new services, devices and plans that we will share with you over the next two days will further fulfill our mission of Connecting People. When you think about it, they really are about removing the barriers between the Web, the PC and the mobile device.

Clearly, the way we communicate is changing and evolving.

An explosion of innovation in mobile technology is redefining how applications and services are used. We see Nokia as a catalyst to enable developers, our partners and consumers to shape this new reality.

We know our vision will be realized sooner if the technology is in the hands of a diverse, global community of users and developers. We know great ideas do not come from our labs alone. That's why, unlike some of our competitors, we are committed to building a truly open ecosystem to extend the reach of our services business.

A good example of our commitment to openness is the creation of the Symbian Foundation. The support for the foundation has been incredibly strong, with nearly 60 member companies signed on.

And I am happy to announce that today, Nokia will close on the agreement to acquire Symbian Limited. This brings our plans for the Symbian Foundation and the evolution of the Symbian operating system that much closer to reality.

Symbian offers the industry's only truly open and mature operating system. There are more than 4 million developers working on the Symbian OS, and tens of thousands of applications available to date. And with more than 225 million devices shipped, it's a great platform from which to create your Internet.

Ladies and gentlemen, we are living in an incredible era. We are getting closer and closer to the day when the entire population of the planet will be connected.

There are more than 6-and-a-half (b) billion people in the world today. We estimate by the first quarter of next year, an astonishing 4 (b) billion of those will be using a mobile device. That's 60 percent of the globe.

More than 1 (b) billion of us will use a Nokia device today, and about 1 (m) million people will buy another Nokia.

They comprise the world's largest consumer base for any consumer durable.

That global scope, assets such as NAVTEQ and our growing list of Ovi services, uniquely position Nokia to transform the Internet to become a more personal and relevant part of our lives. And that's a claim no legacy Internet company can make.

The bottom line is that Nokia, more than any other company, has the opportunity to put the power of the Internet into the hands of more people in more places around the world. And that is what we intend to do.

Nokia will transform THE Internet into YOUR Internet. This will be the next chapter in our continuing story of "Connecting People." Thank you.