

The future of mobile software

PRESS BACKGROUNDER

The Way We Live Next 3.0

People come first

At Nokia, we are passionate about connecting people. We are investing in software to offer a truly unique and personal experience, so that being connected will become a natural and meaningful part of your life.

We will empower people to make the most out of every moment – providing access to the essentials in life, wherever and whenever. We will inspire and entertain – offering access to music, games, and internet content. We will enable people to enhance the relationships that matter most – through the sharing of discoveries and memories. All powered by our software.

Revolutionizing the user interface

Nokia is creating a uniquely social interface that is natural, personal, and beautiful to use. We are now working to renew our user interface for both Symbian and Maemo devices with the Qt application framework. Qt will enable a visually stunning user experience with fast and smooth direct touch interaction, simplified navigation, and improved performance. We are building on great existing experiences such as the Contacts Bar and Media Bar in the Nokia X6 and the Nokia N97 personalized homescreen. Great user experience makes sense in every price point; to this end we are continuing to invest in Series 40, for example the Nokia 3710 fold brings a new visual and intuitive interface.

Developers and publishers are core to our future

Nokia will make developers and publishers central to our software. Qt and Web Runtime on Symbian, Maemo and Desktop will enable the quick development of rich, appealing applications and services. This cross-platform approach and commitment to open technologies like JavaScript and CSS makes life easier for developers, enabling their applications to work across Nokia platforms and Ovi services. Through Forum Nokia, we will offer the tools to build Qt and Web Runtime applications and services, with Ovi Store providing developers and publishers the means to reach the world and monetize their innovation.

Meeting the needs of billions

Our four software platforms - Symbian, Maemo, Series 40 and Series 30 – coexist to meet the distinct needs of our consumers in every geography and market.

Smartphones – Taking smartphones to more people

Symbian is Nokia's chosen smartphone platform and the world's market leading smartphone platform, accounting for 50.3% of all smartphones in 2nd quarter 2009 (Canalys). Symbian enables Nokia to offer the widest range of devices, such as our flagship Nokia N97 at 550€ to the Nokia 5230 at 149€. In 2008, we shipped over 60 million smartphones and we will continue to build Symbian based flagship devices while bringing smartphone capabilities to more people, such as rich e-mail, entertainment, Internet and location-based experiences. Working with Microsoft, we will bring Microsoft Office Mobile to Nokia Symbian devices in 2010, a significant investment and further endorsement of the Symbian platform. Bringing Qt to the platform will build further on the proven capabilities of Symbian easing application and service development, and exciting consumer with a new user experience.

Computers - The worlds of internet and mobility combine

Computers are a new business area that is not yet fully formed. Think of a netbook, make it small enough to fit in the pocket, add cellular features and a high-resolution camera. Maemo devices are today targeted at early adopters and will gradually take mobile computers to the mainstream. The new Nokia N900 offers technology enthusiasts the full internet with no compromise, the ability to multitask and a new user interface optimized for touch with real beauty, for example the panorama homescreen. Maemo is built on Linux and open source software with the next release of Maemo will also feature Qt. We have also launched the Nokia Booklet 3G with Windows 7. With 90% share of the personal computer market, Windows was the pragmatic choice and offers consumers a great and familiar experience.

Phones – Transforming people's lives

Nokia will continue to transform people's lives with phones based on Series 30 and Series 40. Series 30 offers affordable voice and text phones aimed at emerging economies, where people can benefit tremendously from a mobile phone, such as the 25€ Nokia 1202. Series 40, already the most widely used mobile platform, will bring the Internet to the next billion with phones that support services such as Ovi Mail, Nokia Life Tools and Nokia Money.