

Music in mobiles took its first step a decade ago with the Nokia 8110i pioneering support for simple downloadable ringtones. What started as a feature for additional personalization of a mobile device quickly sparked consumer interest in carrying their favorite music with them at all times and, for the music industry, has turned into a multi-billion-dollar business and major revenue contributor. Since 1997, Nokia has led the way, shaping the integration of music into wireless and connected communications devices.

The Nokia 8310 was the first Nokia handset to introduce FM Radio and the Nokia 5510 was the first dedicated Nokia music handset. Its successor, the Nokia 3300, became the first to receive the music industry's seal of approval. Hip hop artist, Jay-Z collaborated with Nokia to create a music and wireless industry first: a special black edition Nokia 3300 pre-loaded with his "The Black Album" on the memory card. Since then, musical talents such as Brian Eno and Riyuchi Sakamoto have composed aural accompaniments for distinct Nokia devices.

To date, Nokia music devices offer audio performance that outplay many stand-alone music players. Features such as large displays, playlist management, album art and even 3.5 mm headset connectors have made Nokia's portfolio extremely functional as music devices. While the Nokia N91 pioneered a 4 GB hard-drive for memory, today's Nokia N95 features 8 GB of internal mass memory to hold even more music.

Music-optimized handsets from Nokia offer a wide choice of music accessories by Nokia and other manufacturers of audio accessories such as Altec-Lansing, Bose, JBL and Philips. The Nokia XpressMusic feature brand makes it easy for consumers to identify Nokia's growing portfolio of music-optimized handsets. Each device in the Nokia XpressMusic range shares key features that ensure the best mobile music experience, including dedicated music keys, support for 3.5 mm connectors and extended battery life for music listening.

Nokia Music Store – your music, your way

Through the Nokia Music Store, millions of tracks from major artists, independent labels and local hits can be discovered and purchased using either a PC or a mobile device. The music collection can then simply be synchronized between the PC and mobile using Windows Media Player 11. Everything works with one user interface, giving consumers the opportunity to connect to the music they want, in the way they want.

The Nokia Music Store aims to provide more locally relevant music than any other digital music store – with millions of tracks from Universal Music Group and other major labels, as well as thousands of independent labels from around the world. In addition, if the consumer wants to see what others are enjoying, the Nokia Music Store provides a dynamic recommendation engine as well as genre-based instant playlists. Once a track has captured their attention, consumers can purchase it immediately for download directly to their Nokia handset or add it to their wishlist to buy later.

Consumers can also choose between purchasing tracks individually via a Nokia device, such as the Nokia N81 or Nokia N95 8GB or a desktop computer, or stream an unlimited number of full length tracks to a PC. Individual tracks will cost €1.00 and albums from €10.00, with a monthly subscription for PC streaming for €10.00.

Tracks are typically delivered in high-quality 192Kbps audio in Windows Media Audio (WMA) format. Music lovers can easily transfer purchased songs to their device using Windows Media Player or with the Nokia Music PC client available later this year. The Nokia Music PC client enables reverse synchronization of playlists, ripping from a CD to a device and PC simultaneously, as well as auto-synchronization of purchased music and direct access to the Nokia Music Store. With the Nokia N81 and its integrated music player, consumers can create playlists and manage their music collection, including editing song and artist information, as well as adding personal choices of album artwork – all while on the move.

www.music.nokia.com

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