



Backgrounder

Ovi by Nokia

Meet Ovi – the door to Nokia’s Internet Services

Mobile devices are becoming the most popular platform – the ‘fourth screen’ – for people to enjoy digital content and share their experiences. Ovi brings together the greatest digital content, communities and experiences with the best mobile devices.

Ovi is a place people can go to discover great digital content, create and share media, connect to communities and explore the world around them. Ovi, meaning ‘door’ in Finnish, enables consumers to easily access their existing social network, communities and content, as well as acting as a gateway to Nokia services.

Ovi can be accessed from a personal computer, but the real benefits of Ovi are experienced when accessed from a mobile device. With the launch of Ovi, Nokia is integrating the mobile device, user interface and internet services to make it easier to create share and explore a wide range of digital experiences on-the-go.

Ovi is the door to Nokia’s Internet services, including the Nokia Music Store, Nokia Maps and N-Gage games. It will also be an open door to web communities, enabling people to access their content, communities and contacts from a single place, either directly from a compatible Nokia device or from a PC.



The Ovi experience and features will be expanded continuously – driven by consumer feedback and input. The first version of Ovi.com is expected to go live by the end of 2007 in English and will expand to more markets and with new languages during the first half of 2008.

Nokia Music Store

Ovi gives you access to the new Nokia Music Store (<http://music.nokia.com>) and offers millions of tracks from major artists, independent labels and locally relevant artists. It gives you the freedom to browse, download, stream and sync either to your PC or directly to a compatible Nokia mobile device, connecting you to the music you want, in the way you want.

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The Nokia Music Store is simple to access via the 'Nokia Music Store' icon on the new Nokia N81 and Nokia N95 8GB, or via the PC. You can easily transfer your purchased songs to your Nokia device using Windows Media Player, or with the new Nokia Music PC client available later in 2007. The Nokia Music PC client enables reverse synchronization of playlists, ripping from a CD to your device and PC simultaneously, as well as auto-synchronization of your purchased music and direct access to the Nokia Music Store.



You can browse for new music or search for your favorite artists, song and albums, listen to 30-second clips or get recommendations. Once you find a track you like, you can purchase it right away for download over-the-air to your Nokia N81 or add it to your wishlist to buy later. Individual tracks will cost from €1.00. Payments can be made through a variety of options, including credit card, Paypal and pre-paid vouchers.

With tracks from major labels, as well as thousands of independent labels from around the world, the Nokia Music Store offers something for everyone. As well as international stars, Nokia aims to provide more locally relevant content than any other online music store. If you're not sure what you're looking for, use the dynamic recommendation engine as well as genre-based playlists.

The Nokia Music Store is opening across key European markets this fall with additional stores in Europe and Asia opening over the coming months.

Nokia N-Gage

Through Ovi, you can access the new N-Gage mobile games service. N-Gage is a dedicated mobile games platform, which allows players to browse N-Gage games, try them for free, then purchase (over-the-air or on PC) and play from any one of the tens of millions of compatible Nokia devices in the market. Players can also share the fun by connecting instantly with friends, challenging others around the world, and participating in community activities in the N-Gage Arena.

N-Gage gives you access to the titles stored on your mobile device and the means to download more trials before buying. N-Gage connects you to games, people, gaming stats (like your profile and achievements) and communities, helping you to keep track of them all in one place – from your mobile device or PC.

Nokia is famous for publishing the first ever mobile game, Snake, and it will continue to publish its own games for N-Gage. Nokia is also teaming up with the leading games publishers to offer the best selection of games possible for the N-Gage platform. Strategic collaborations have already been announced with Capcom, Digital Chocolate, EA, Gameloft, Glu Mobile, Indiagames, I-play, THQ Wireless and Vivendi Games Mobile.



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Nokia Publishing titles:

Bounce Boing Voyage
 Hooked On: Creatures of the Deep
 Mile High Pinball
 ONE
 Pro Series Golf
 Snakes Subsonic
 Space Impact: Kappa Base
 System Rush: Evolution

Third party publisher titles:

Electronic Arts: The Sims™ 2 Pets, Tetris®, Tiger Woods PGA Tour®, EA Sports™ FIFA 08
Gameloft: - Asphalt 3: Street Rules, Brothers In Arms, Brain Challenge, Midnight Pool, Dogz, Block Breaker Deluxe, Midnight Poker
Glu Mobile: World Series of Poker® Pro Challenge
I-play: Super Mah Jong, World Rally Championship
Vivendi Games Mobile: Crash Bandicoot

N-Gage will be compatible with a wide variety of Nokia S60 devices, giving consumers the freedom to choose the device that best suits individual needs. Starting in November 2007, N-Gage will be compatible with the following Nokia devices:

- Nokia N73
- Nokia N81 & Nokia N81 8GB
- Nokia N93 and N93i
- Nokia N95 & Nokia N95 8GB

The N-Gage service will be available globally in November 2007. At that time, the free N-Gage application can be downloaded from <http://www.n-gage.com> (PC or mobile) and installed in compatible devices. Games sold through Nokia channels will cost between €6-10 (excluding taxes) and can be paid for with a credit card or charged to a mobile phone bill where available. Nokia will continue to announce N-Gage compatibility with a wide range of Nokia Series 60 devices.

Nokia Maps

Nokia Maps is being integrated into Ovi. Nokia Maps turns your mobile device into a PND (personal navigation device) and is now a standard feature in all Nokia Nseries multimedia computers, Nokia Eseries devices and a wide range of Nokia mobile phones.

Nokia Maps is free and provides mapping in over 100 countries, routing (from A to B) and points of interest (POI – tourist attractions, hotels, restaurants etc) to your Nokia handset. For an additional fee, you can purchase city guides and voice guided navigation is available for those devices with integrated GPS or those with GPS enhancements.



The tight integration between the mobile device and Nokia Maps makes the service easy-to-use - for example if you were to search for a restaurant, once the results came up, you can just press 'call' to make a reservation, no need to write the number down. You can then view the fastest way to get there by using the routing feature, or if you subscribe to navigation, you can get turn-by-turn directions. With upgraded downloads and navigation, Nokia Maps completely replaces PNDs and city guides – freeing up more room in your pocket or suitcase!