

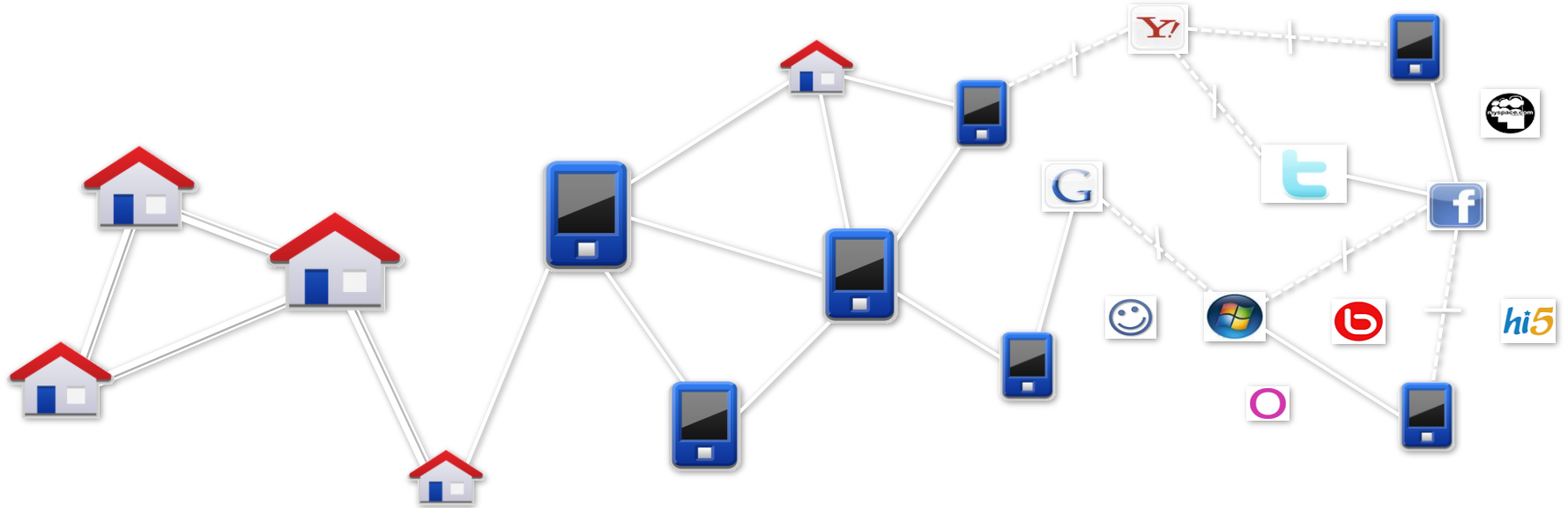
Changing industry

Victor Saeijs

Nokia



Connecting People is changing.



1990s

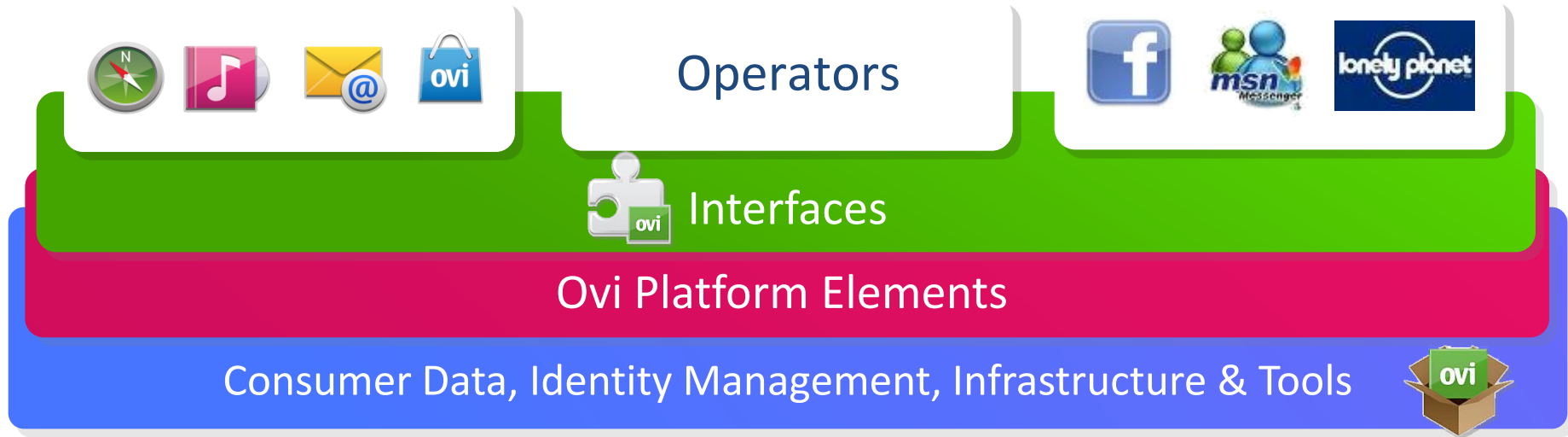
Communication endpoints changed from fixed locations to mobile numbers

2010s

Communication endpoints are changing from a single phone system to a heterogenic, ill-connected set of internet communication networks

Open ecosystem powered by People & Places platform

Ovi enables more relevant services for the whole ecosystem



Solutions: Perfecting the user experience.

Before

device only

Now

device + service(s) + partners

Next

Seamless User Experience across



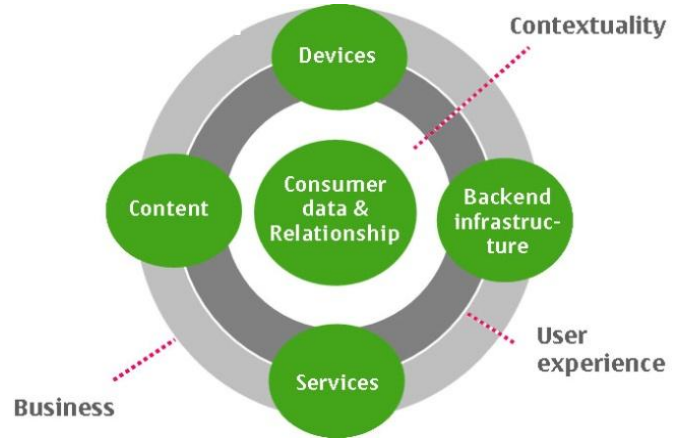
E71+
Messaging



Nokia 5800 +
Comes with
Music



N97+Ovi
store



From stand-alone apps to integrated services ecosystem



Nokia Maps
Application



Ovi Maps **Services**

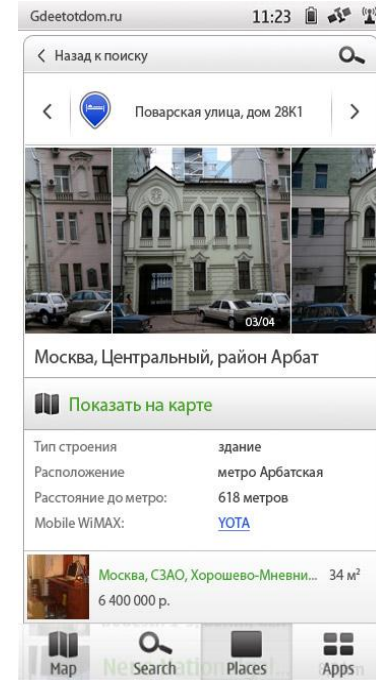
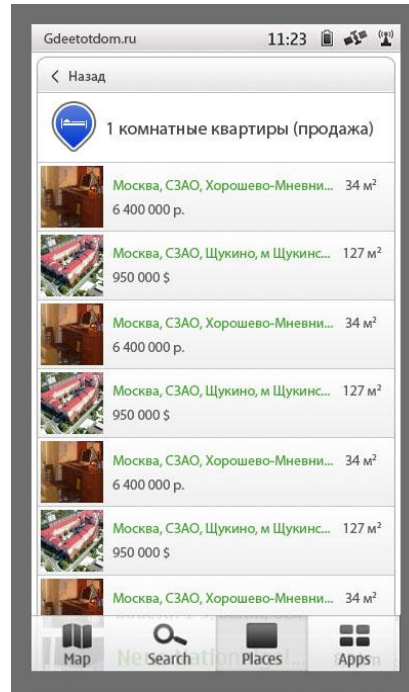


Ovi Services **Ecosystem**

Ovi Maps Player API for mobile

Best maps with vector graphics, 3D and more.

In any mobile apps with a single line of code



Ovi Store: ultimate mobile content destination for Nokia users



- Live in cyrillic since June 2009
- All S60 – S40 devices (OTA updates); Maemo to come.
- Content
 - Aggregators : Iricom & Playfon
 - Forum Nokia
 - Independent developers
- Payment capabilities: Credit card & operator's premium SMS billing (except Megafon)



Mass marketing to grow Ovi Store audience: OVI store campaign with Disney

НЕМНОГО ВОЛШЕБСТВА В ВАШЕМ ТЕЛЕФОНЕ
Уникальные сказочные темы по мотивам фильма «Книга Мастеров» от Disney бесплатно* для ваших Nokia 6700 classic** и Nokia 6303 classic**.

НАХОДИТЕ ЛУЧШЕЕ НА STORE.OVI.COM



NOKIA



NOKIA

Disney
КНИГА МАСТЕРОВ
В кино с 29 октября

Nokia 6700 classic*

Nokia 6303 classic*

ovi

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NOKIA ovi

Thank you