Forum Nokia
Mobile Innovation is our business

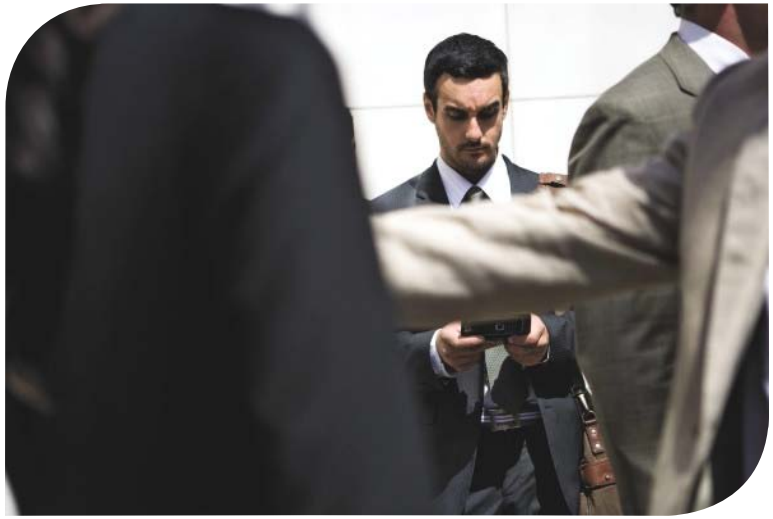
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Forum NOKIA

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The Forum Nokia mission:



- Bring innovation to devices, services & software
- Create business opportunities for mobile developers
- Connect developers to tools, technical information, support, and distribution channels
- Help build and market applications
- Support technical and business development

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The Leading Mobile Developer Community

Forum Nokia provides technical know-how to over 3.6 millions developers for all Nokia supported technologies

For application developers

- Symbian C++
- Java™ technology
- Flash Lite
- OpenC
- Python
- Flash Lite
- Web technologies - Nokia's Web Run-Time

For content and creative developers

- Images
- Video
- Audio
- SVGT
- Themes
- SMS
- MMS
- Web

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Forum Nokia's role within Nokia



Forum NOKIA

Our goal…

… is to make sure developers find the right information and support !

- Business opportunities
- Discussion boards
- Wikis
- Blogs
- Real time chats
- Podcasts
- New content
- Forum Nokia newsletter
- Technical events
- Code camps and seminars
- Web casts & Webinars
- Mobile Application Summits
- Developer competitions
- Tech Days
- Events: MWC, CTIA, SSS, CommunicAsia,…

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Leading Platforms & Development Tools

Series 40 Platform

Java™ applications and content for mass-market mobile devices.



- 3rd / 5th Edition SDKs available
- Carbide.j*
- Carbide.ui

S60 Platform

Java and C++ applications, as well as rich content for Symbian OS smartphones.



- 3rd Edition SDKs available
- Carbide.j*
- Carbide.c++
- Carbide.vs
- Carbide.ui

Maemo

Linux Applications and content for N770, N800 and N810 Tablets

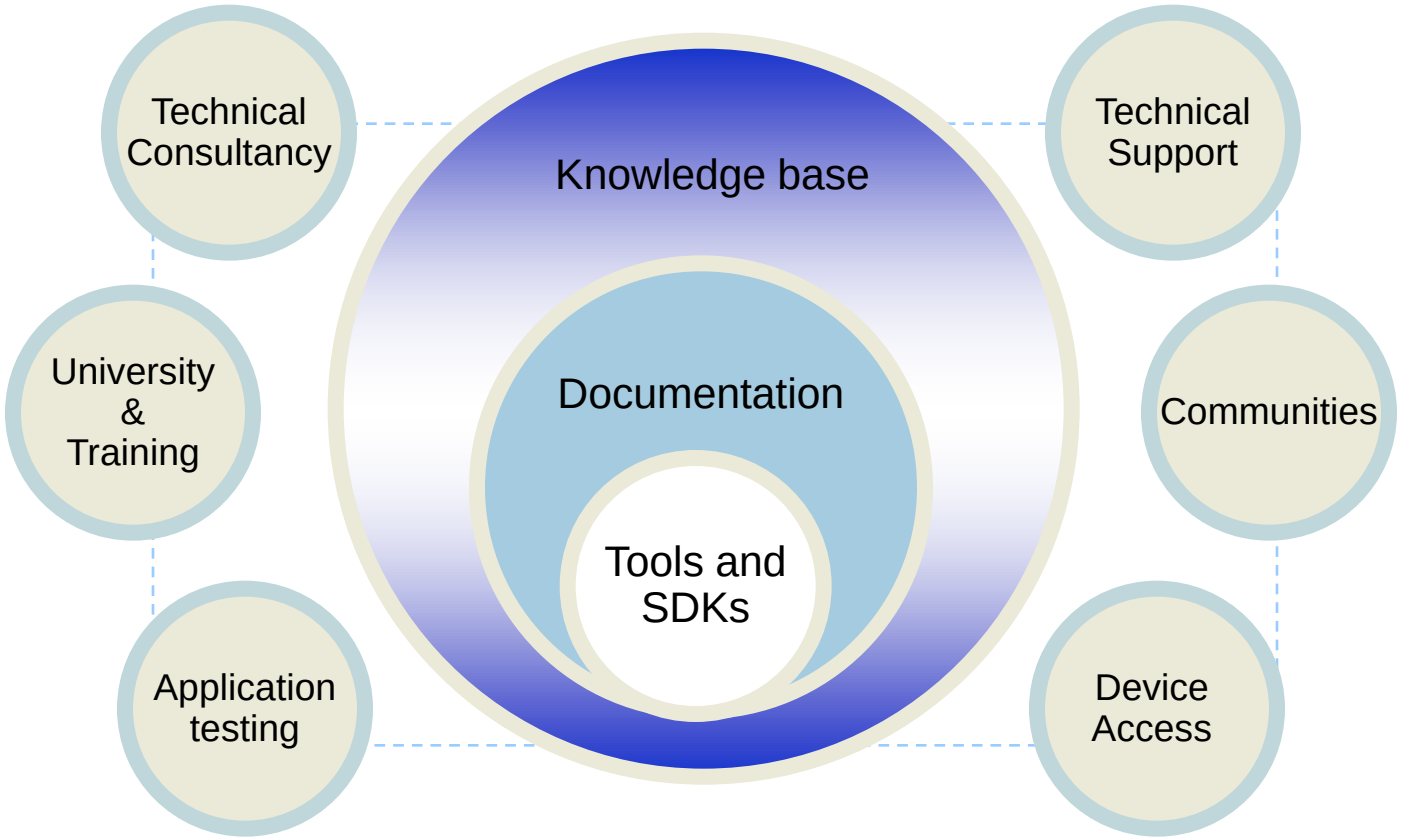


- OS 2007 SDK (N800)
  OS2008 SDK (N800&N810)
  N770 SDK
- Standard Linux development tools

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*-discontinued

Forum Nokia Technical Services and Consultancy



Tap into timely, world-class developer services. Whenever you need them.

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Climbing the development ladder

- More than 150 selected companies
- New innovations
- By invitation only
- Periodic membership
- Personal technical support
- Protos & pre-release tools

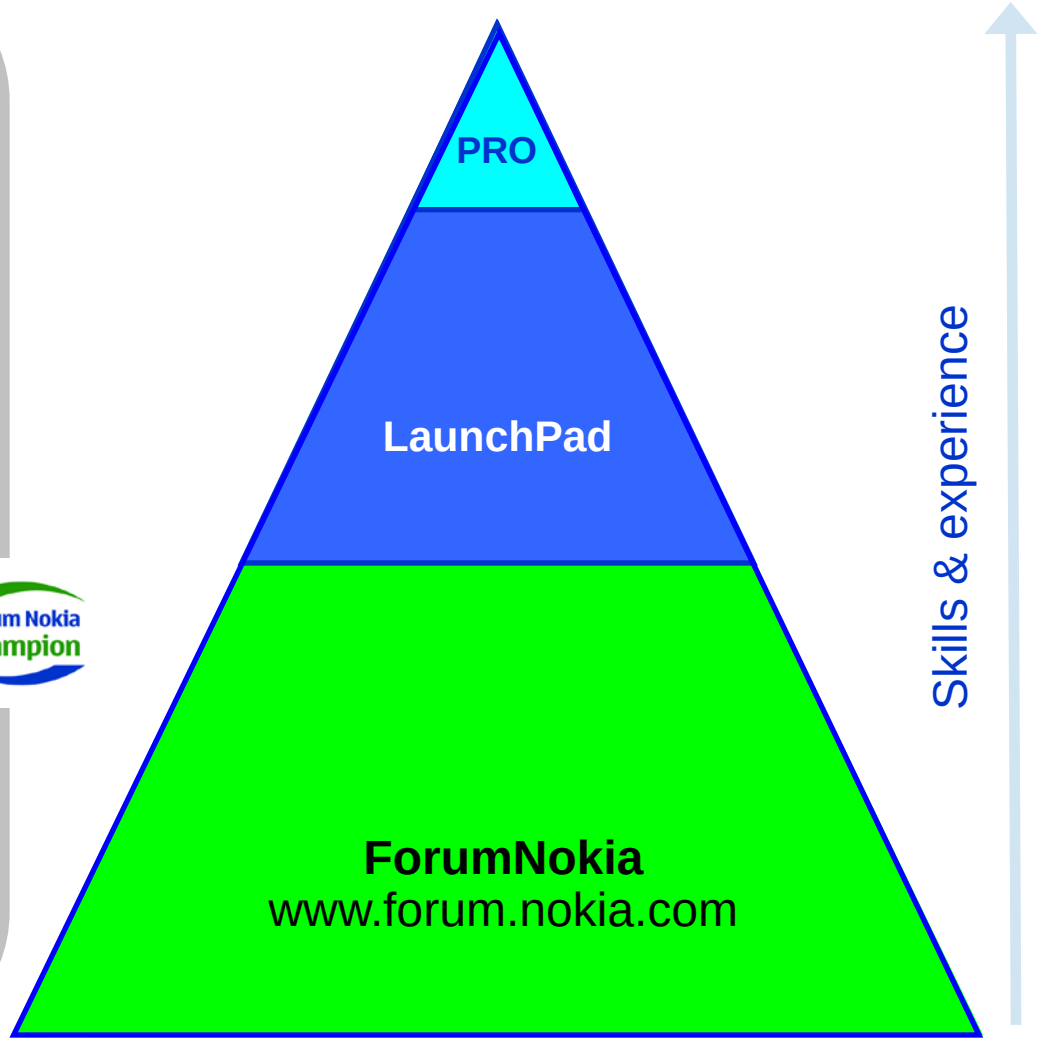
Forum Nokia PRO Premium Partner Program

- More than 300 subscriptions
- Accelerate service & application development cycle
- Platform engagement
- Business development
- Marketing visibility
- Reduce development costs

Forum Nokia Launchpad

- Public community for all developers
- Technical knowledge
- Device specifications & RDA access
- Technical library
- Online documentation
- Code examples
- Discussion boards

Forum Nokia Champion



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Nokia Mosh is open for everybody to upload, download, share…

your stuff. any phone. everywhere.

mobilize and share

mosh

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http://mosh.nokia.com



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Forum Nokia connects developers to channels

Developers

- Applications
- Services
- Content
- Solutions
- Etc…



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NOKIA

- Ovi
- Download!
- Nokia.com
- Nokia.mobi
- Operators
- Aggregators
- ICT providers

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Download! - Device Client

Download!
device client



- Nokia Software Market
- Aggregator Partner catalogs
- Branded Partner catalogs
- Local Services

Single destination for mobile applications and services that optimize the capability of each Nokia device.

Embedded in more than 50 devices. S60 and Series 40.

Download! folders have custom branding and contents.

Content is updated over the air.

Support for wide range of content types and billing mechanisms.

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Download! - two Go to Market Models

Distributing content & applications via Download!

Self Service Model

Using own content delivery infrastructure.

Full Service Model

Using Nokia's 3rd party provider infrastructure.

Advertising Model

under development.

Download! - Benefits all

Consumers benefit from increasing enjoyment of the mobile devices.



Operators benefit from increasing ARPU.



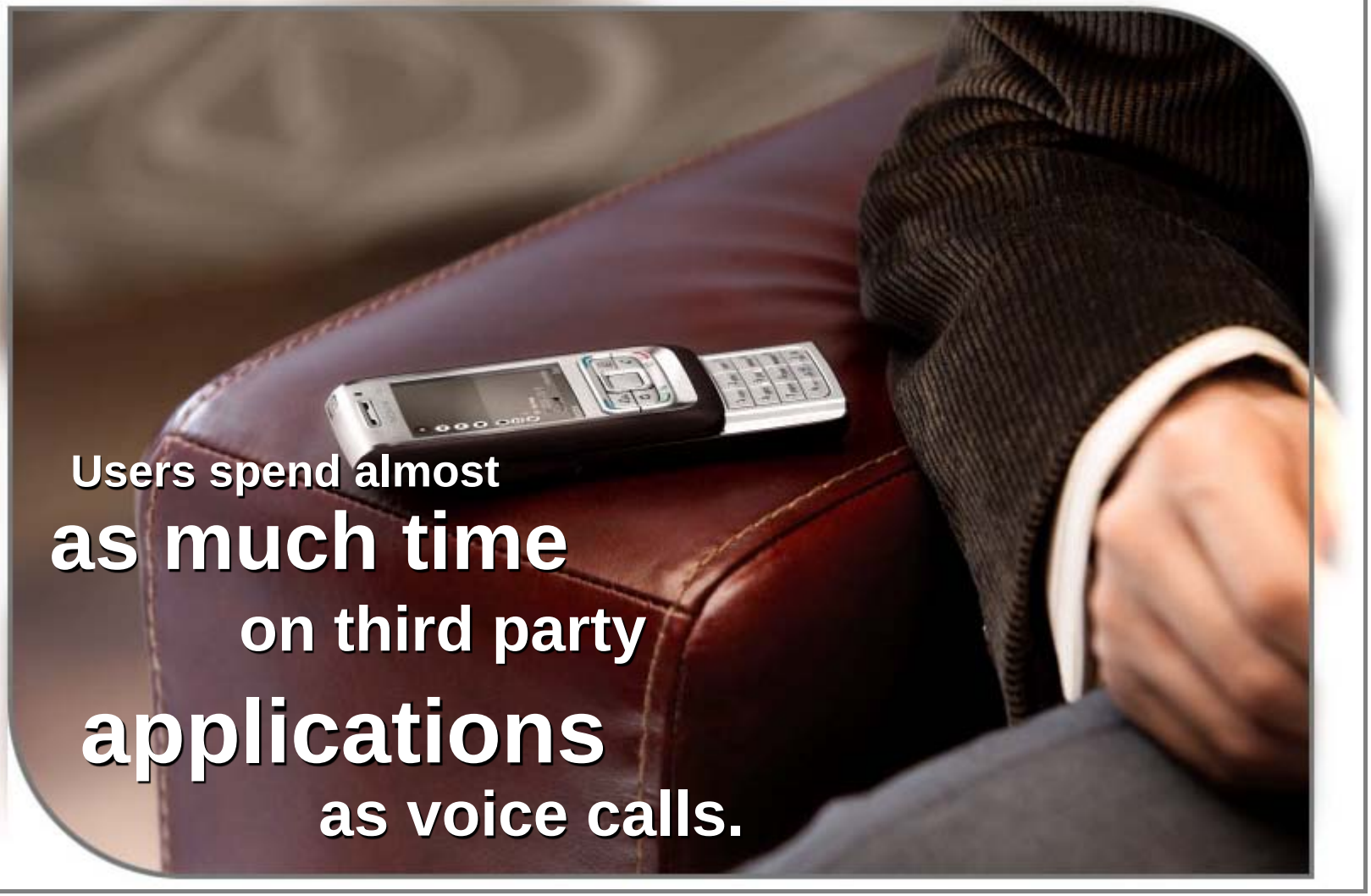
Developers benefit from the increasing demand for mobile content and applications.





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Forum Nokia Feeds the Food Chain



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Thousands of developers are creating solutions for Nokia



- Direct contact with thousands of developers globally
- More than 6,000 S60 commercial applications available
- More than 45,000 of MIDP2 Java apps
- More than 9,200 commercially available Symbian applications by third-party developers

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Why does mobile and Nokia matter to developers?

- More than 3 billion mobile phones worldwide - one for every two people on the globe
- Expected to jump to 4 billion by 2010 - roughly triple the number of personal computers
- Nokia represents 39% of the total market share in terms of device penetration
- Over 900 million Nokia handsets are in use around the world
- More than 150 million S60 smartphones shipped



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"Nokia is the benchmark for all developer programs in nearly every category, is unsurpassed in content and traffic, and has the strongest collection of training options, including in-person courses"

-Evans Data Corporation

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Coming to a location near You!

Code Camps:

- **Berlin: Web Runtime on Oct. 21-22th (Web 2.0 Expo)**
- **London: WRT and Touch UI Code Camp on Oct. 21-22th (Symbian Smarphone Show)**
- **Rome: Sensors, RGA, and Open C/C++ on Oct. 28th**
- **Copenhagen: Web Runtime on Oct. 29th (Full day)**

Webinars:

- **10.10: S60 5th Edition Touch UI Part I: usability and joy of use!**
- **16.10: S60 5th Edition Touch UI Part II: development and APIs**

More information, registration and much more at http://www.forum.nokia.com

Great! So what's next?



- Worldwide contest – be the one to develop the next big hit!
  - All platforms and languages.
  - Three categories: eco-challenge, emerging markets, developer showdown.
  - Applications, widgets, Flash.

Prizes for the best 3 applications in each category.

The best application in each category will also have:

- Chance to connect to a distribution channel.
- Opportunity to showcase at the Mobile World Congress.

By having a "mobilize the web" application **submitted from EMEA by Nov. 21th**, you are automatically running for a regional competition, and winners are automatically finalists for the worldwide one.

For more information, visit: http://www.callingallinnovators.com/

Summary

We cannot **invent** everything ourselves.

Creative partnering spurs **innovation**.

We must quickly **adapt** to changes.

ForumNokia Business Development Team



Gian-Luca Cioletti

Leader Business Development



Jure Sustersic

Location Based Services and Near Field Communcation



Jarkko Tolvi

Enterprise and Business Mobility



Patrick Dalez

Multimedia



Kirill Zelenski

Russian speaking territories



Rahim Zaknoun

Arabic speaking territories



Benjamin Roszczewski

Personal Productivity and Utilitties

Forum NOKIA

Thank You!

Forum Nokia
EMEA
Business Development
Team



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