

# Get Connected with Forum Nokia

**Matti Antila, Forum Nokia**

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**NOKIA**  
Connecting People

# Forum Nokia's Role in Nokia

Enhanced consumer experiences

More mobility to enterprises

M

ES

**Forum Nokia creates lucrative business opportunities for mobile developers globally.**

NET

MP

Expanding the networks business

Expanding mobile voice

# Forum Nokia Developers



## Forum Nokia

The world's largest mobile development community.

- Tools
- Information
- Peer-to-peer support
- Technical services



## Forum Nokia PRO

The world's most advanced mobile development companies.

- Early access
- Exclusive services
- Discounts
- Visibility

# Forum Nokia Champion

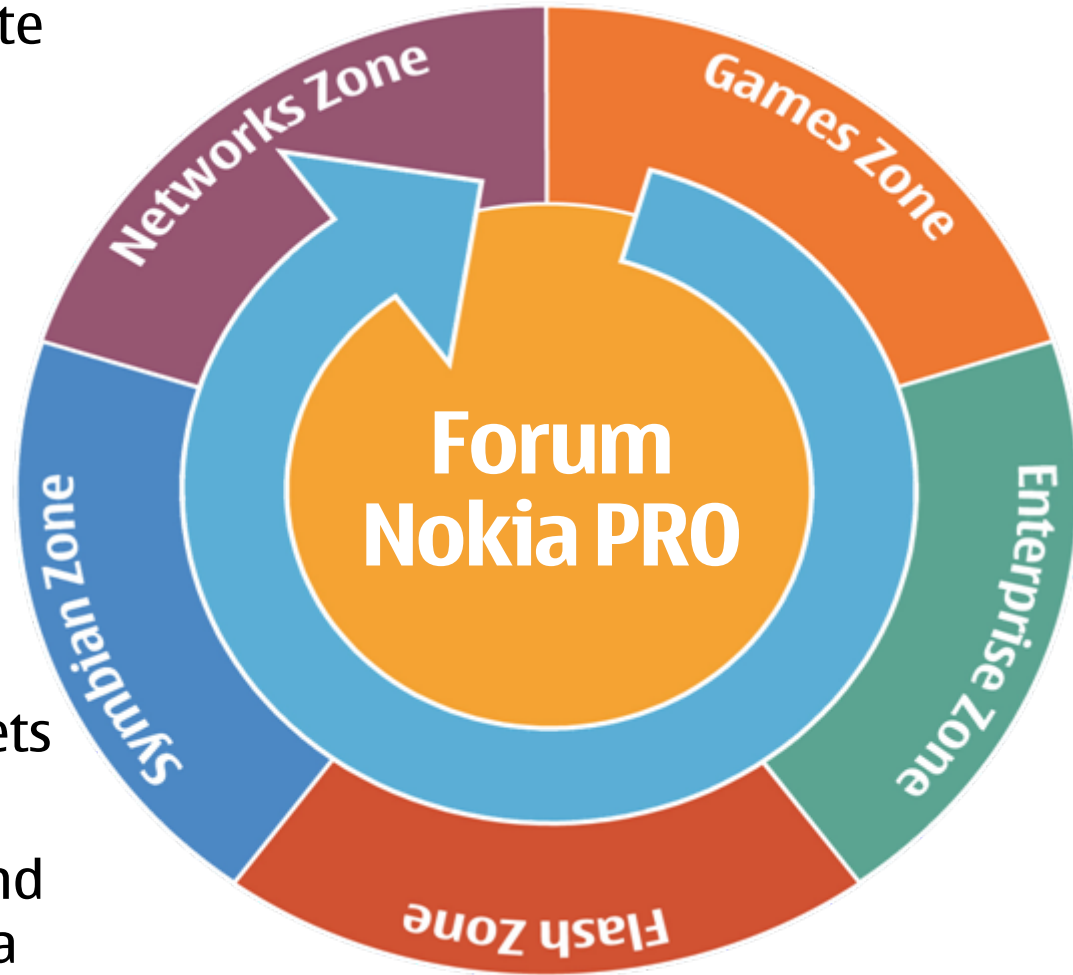
- A **global**, invitation-only recognition and reward program
- A program that honors select **individuals** who have demonstrated high-level technical expertise and devotion to Forum Nokia's developer community
- Forum Nokia Champions:
  - Gain global recognition
  - Enjoy sponsored technical services
  - Connect with industry leaders
  - Stimulus
  - Industry celebrities
  - Richer community
  - Commitment



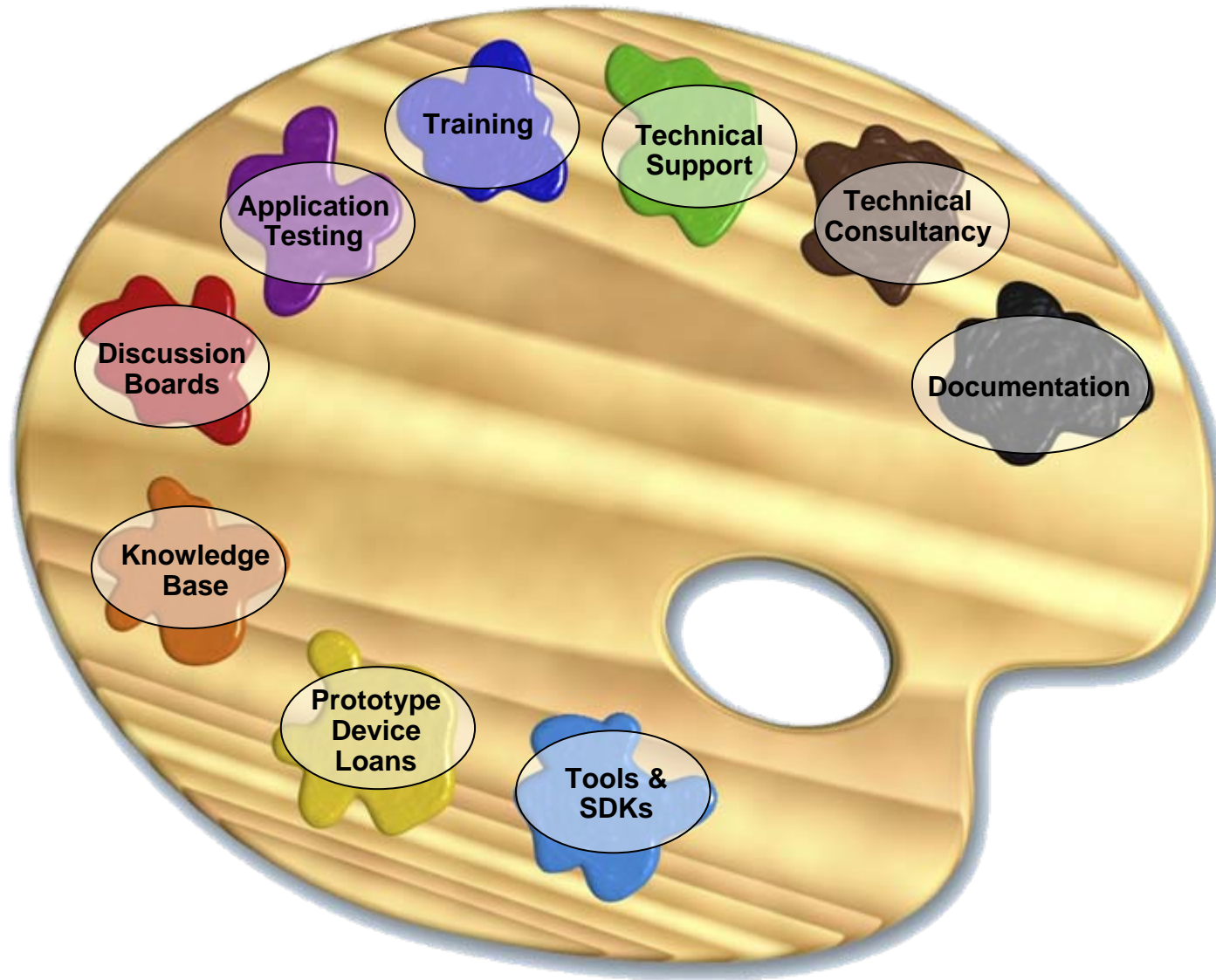
[www.forum.nokia.com/forumnokiachampion](http://www.forum.nokia.com/forumnokiachampion)

# Forum Nokia PRO

- Helps member companies create mobile applications at an accelerated pace
- Provides advanced technical, business development, and marketing support to:
  - Streamline product cycles
  - Reduce development costs
  - Leverage Nokia's marketing power
  - Gain exposure in new markets
  - Accelerate revenue growth
- Provides specialized content and resources through Forum Nokia PRO Zones



# A Full Palette of Developer Services



# The Web Is Our Key Touch Point to the Developers

- One-stop shop for tools, documents, and other resources
- More than 3 million registrants

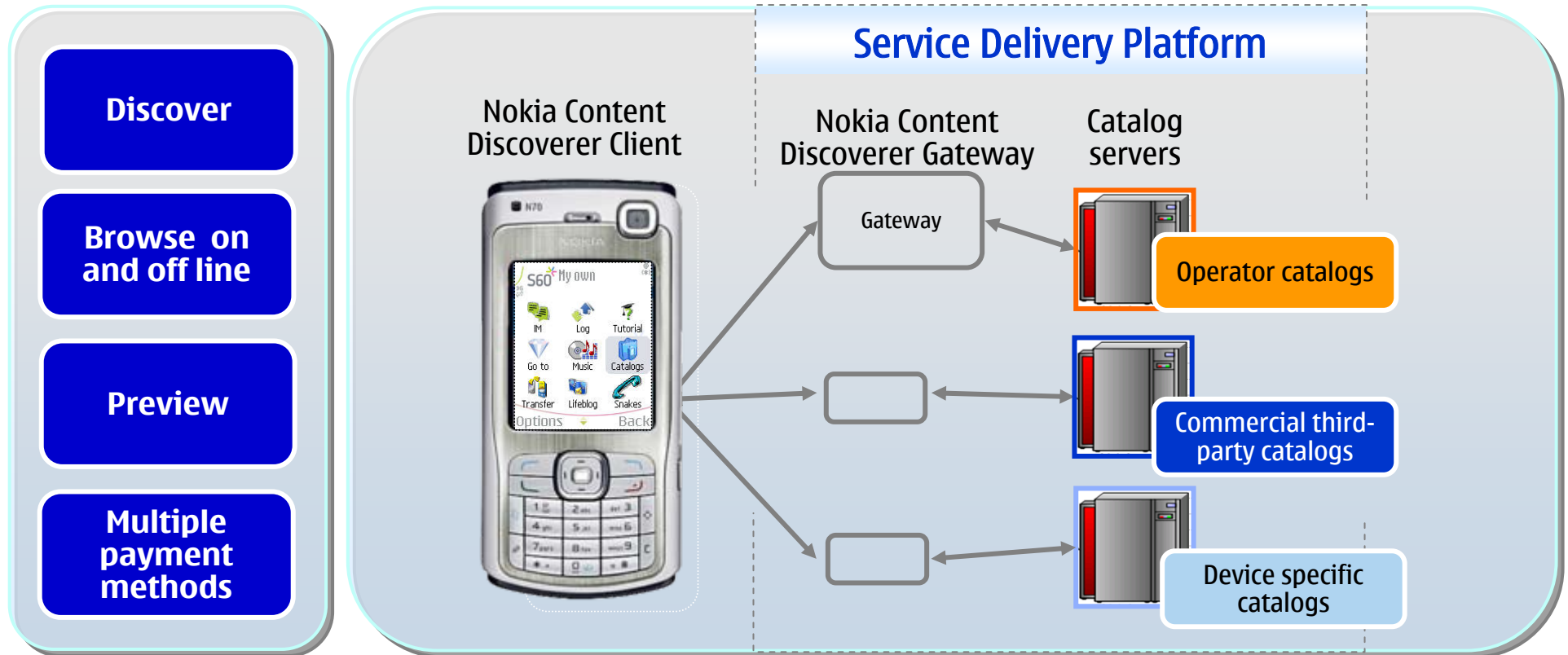


The screenshot shows the Nokia Forum website interface. At the top, there is a navigation bar with the Nokia logo, "Connecting People", and links for "Login", "Register", and "Search". Below the navigation bar, there are three featured articles: "Series 40 Theme Studio", "NokiaWorld 2006", and "SNAP Mobile Client SDK 1.3". The main content area is divided into several sections: "Forum Nokia", "Coming Soon", "Featured Items", "Recently Published", and "Business Opportunities". The "Recently Published" section lists three articles related to the Nokia Series 40 Theme Studio. A large blue banner at the bottom of the screenshot displays the URL "www.forum.nokia.com" with a green arrow pointing to it.

# Bringing Applications to Market

- Independent Software Channels
- Operators
- Nokia Sales Channels
- S60 Licensees
- Nokia Content Discoverer

# Nokia Content Discoverer Makes Mobile Applications and Content Easily Accessible



On-device client powered solution that makes it easy for operators to drive consumer discovery and adoption of quality content, applications and services from multiple content sources.

# Nokia Content Discoverer 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.



# Boosting Demand for Mobile Software

- Approximately 4% of mobile phone users are actively downloading mobile applications.\*
- S60 device owners are much more likely to be downloaders. 50 % of users have installed at least one add-on application. \*\*
- A typical application downloader is young, has a high phone bill, pays more for his/her device, and uses mobile data, voice and SMS frequently.

Sources: \*Synovate, \*\* Nokia July 2006 – Smartphone S60

# Delivering on Our Mission

## Unsurpassed global opportunity for developers

By the end of 2006, Nokia had cumulatively shipped approximately **540 million** devices globally based on Nokia platforms for application development.\*\*\*\*



## Wide choice of applications for users

**6100+** applications available for Symbian OS devices.\*\*\*

**50,000+** mobile Java applications on the market.\*\*

**1 million +** mobile Java downloads daily\*



## Superior revenue for developers

Developers' global revenue from mobile Java applications on Nokia platform devices is expected to reach **€340 million for 2005 alone**.\*\*\*\*



Sources: \*Sun, Dec 2006; \*\*Strategy Analytics, Dec 2006; \*\*\*Symbian, Nov 2006., \*\*\*\*Nokia 2005/2006

# Thank you

Matti Antila

[www.forum.nokia.com](http://www.forum.nokia.com)

**NOKIA**  
Connecting People

The Nokia logo and tagline are positioned on the right side of the slide. The word "NOKIA" is in a bold, blue, sans-serif font, and the tagline "Connecting People" is in a smaller, blue, sans-serif font below it. The background of the slide is white with abstract, overlapping lines in various shades of blue and green, creating a dynamic and modern feel.