

Smart Moves

Visual Radio

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Smart Moves

Radio and Mobiles Match

- Radio is the only media technology ever to successfully integrate with other technologies (clock, car) and media (via cable TV and Internet)
- Radio listening on mobile handsets is increasing
- The new enhanced Visual Radio application will replace the current FM radio application in an increasing number of Nokia models
- FM radio is available in several Nokia models and many more are coming
- The high-end **Nokia 7710** and the mass-market **Nokia 3230** are the first Visual Radio-enabled models on the market in Q1/2005
- There will be **several models during 2005** (S40, S60 & S90)
– a total of 100 million devices by the end of 2006
- Nokia intends to make Visual Radio available to **other handset makers**

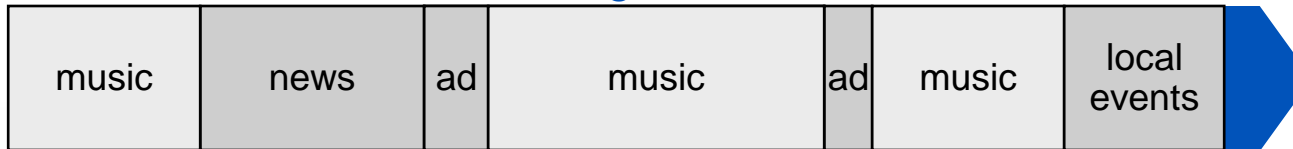
Visual Radio Parallel Channel



Visual Radio provides an information feed to the mobile device with contents matching the FM radio broadcast

Unmodified traditional analog FM broadcast

FM



FM Tuner



New interactive parallel channel

GPRS



Visual Radio Application



NOKIA

Our Common Cause

- Users must get all the settings in place in the shop
 - Concerted efforts throughout the sales channel to the POS
- Radio listeners will not count minutes, seconds or megabytes
 - Smart and flexible data rates will be crucial – like for so many new mobile data services
- Smart billing for different contents and services enhance business
 - The Nokia Intelligent Edge alleviates many of the issues above
- Handset and subscription buyers must be aware of Visual Radio
 - Co-marketing opportunities with radio stations and Nokia

Brand New Partnerships



Where's the Beef?

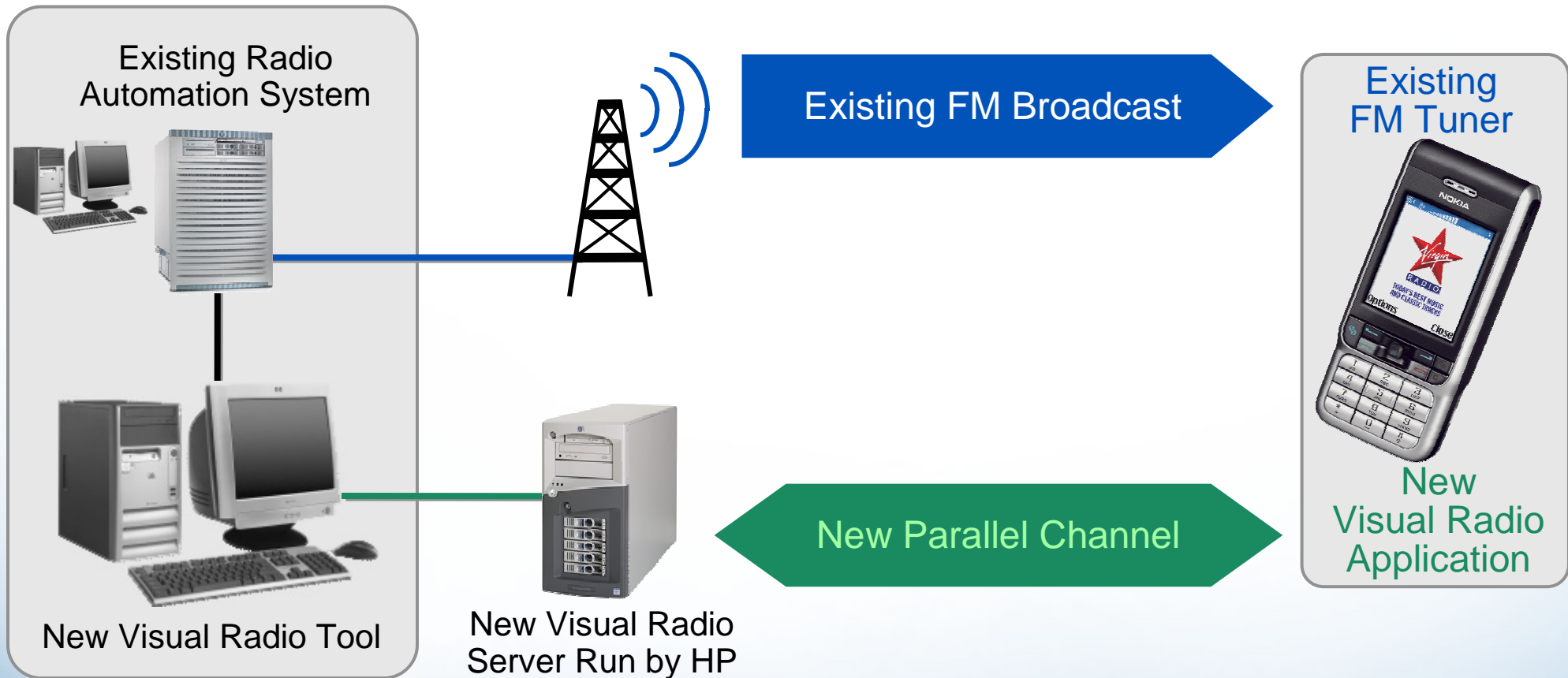
*The core of Visual Radio
is **interactivity** provided
by operators!*

Smart Moves

Created by Nokia – Powered by HP



Radio Station



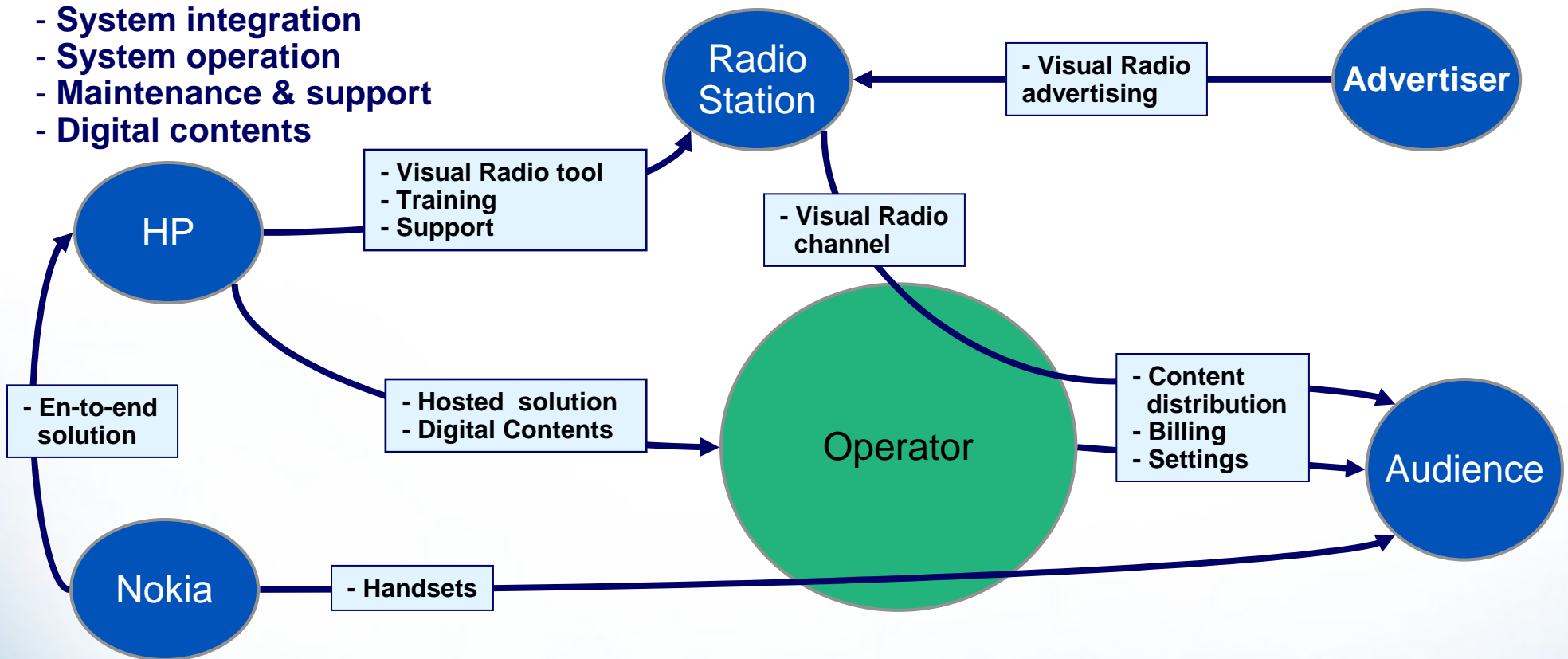
Turn Up the Volume With Visual Radio

- Continue to make money with 2.5G
- Increase GPRS adoption
- Increase ARPU with new data revenues
 - People are prepared to pay €5..6 / month for Visual Radio *
- Make digital content and service “almost too easy” *
- Utilize valuable user statistics
- Achieve valuable differentiation by joining today!
- No new technology investments or up-front payments

* Visual Radio user study in Finland 06/2004

Visual Radio Business

- Solution sales
- System integration
- System operation
- Maintenance & support
- Digital contents



- Overall solution specification
- Visual Radio handset application
- Visual Radio tool software
- Visual Radio server software



NOKIA

Chocolate, anyone?

Smart Moves



Up-to-date info and
interactive demos at

www.visualradio.com