Nokia Projects:

Series 40 and Java
Aalto/Pakistan
Social Graffiti
Accessibility

series 40 NOKIA

Series 40:
Optimize what matters

series 40

NOKIA

Mindset
series 40
NOKIA

Series 40 and Java

NOKIA
1 qo
2 abc
def 3
4 ghi
5 jkl
mno 6
7 pqrs
8 tuv
wxyz 9
0
It's a window...
series 40
NOKIA

15:28
Maximilianstraße 11
München
Options
Zoom
Back
NOKIA
It's a window to other windows...
series/40
NOKIA

8. Free Downloads
9. Tell a Friend
History...
Weather For Mobile D
The New York Times
Synchronize Opera...
Processing...
NOKIA
It's one element of the infrastructure...
series 40
NOKIA

series 40
NOKIA
10/64
Creating the conditions for innovation:
Enablers
Partners
Ecosystems
Options
Back
series 40
NOKIA

series 40
NOKIA
10/64
Optimize what matters
Options
Back
series 40
NOKIA

series 40
NOKIA
10/64
Unlimited storage, networking, processing power
Options
Back
series 40
NOKIA

series 40
NOKIA
10/64
Direct,
tangible,
intrinsic value
Options
Back
series 40
NOKIA

Potential project directions

- Simple sharing
- Simple entertainment
- Simple games

Aalto / Pakistan
Low end phones and developing countries

Utilizing ”normal” phones for
social uplift of people in
developing contries

series//40

"Normal" phones

- 4 billion mobile phones in world today
- Nearly 75% low end phones. e.g. Nokia Series 40
- Huge untapped market
- Simple UI, GPS enabled, camera, J2ME
- Users are financially middle and low class citizens

Problems in developing countries

- Low literacy rate
- Inefficient systems .e.g. governance, health, transport etc
- Lack of services
  - 1 doctor for 5000 persons in Pakistan
  - Argiculture-based economy, but, no proper mechanism to educate farmers, breeders, herd..
  - Primitive communication systems .e.g. Railways
  - Distance education mainly based on TV
- Health system in Pakistan
  - BHUs
  - LHV

series//40

Working with mGeos backend

- To learn about the existing platform – data gathering potentials
  - Data collection
  - Precise geo-mapping
- Possible developments beyond this:
  - Agriculture
    - Marking ownership of pre-existing spaces
  - Eg healthcare / health visitors
    - Information about patients
    - Health services
    - Documenting trends over periods of time
  - Eg parks and railways
    - Mapping tracks, train driver information
    - Scheduling
- No specific initial direction but as an open challenge
- No initial group definition but defined based on need/interest

Social Grafitti

series 40

It is **natural human behaviour** to be

interested in other people,

and work as a group,

bringing your own piece to complete **the puzzle**

for **the benefit of all.**

Let people co-create

content, ideas,plans, dreams and businesses

by providing

a **people-centric,**

one-stop **electronic market place**

of **user-tailored trips**

and **local happenings,**

with a novel and

sticky user experience.

Dream Travel
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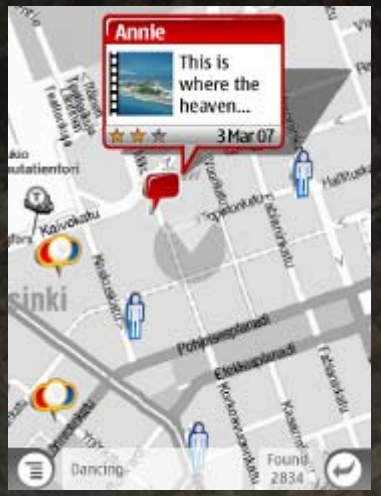
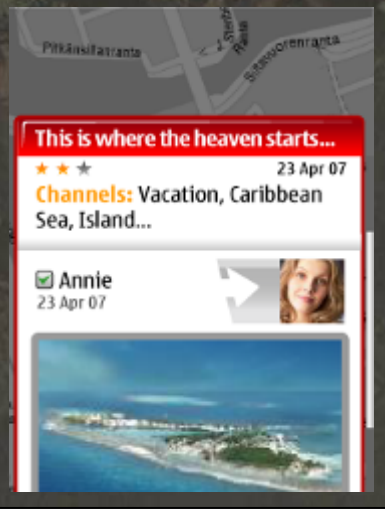
Using proven mobile technology from Nokia as the building block

Mobile contextual social media engine

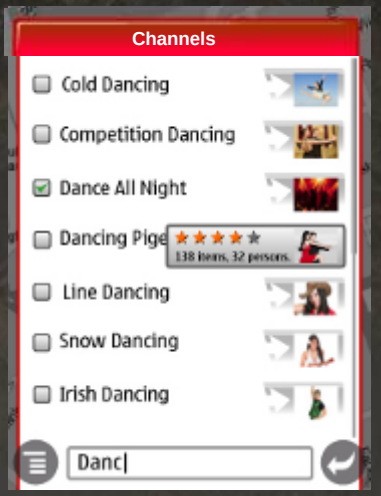
Create and publish in 2 clicks!



Communicate on the map...



… pics, text, video and sound



Your own channels…