

February, 2005

Nokia 6680 Imaging Smartphone – The User Experience

In January 2005, businesses in Singapore, Italy, Japan and the UK were asked to put the Nokia 6680, Nokia's new 3G imaging smartphone, to the test. The aim was to demonstrate how the Nokia 6680 imaging smartphone's innovative multimedia features can make life more manageable for business users.

Dr Georgia Lee & Dr Pierre Christian Ipyam, Singapore

The Nokia 6680 imaging smartphone's 1.3 megapixel camera and always-on e-mail proved invaluable for Singapore husband and wife team, Dr Georgia Lee and Dr Pierre Christian Ipyam. "We can access our e-mails while on the go without having to worry about missing important correspondence from clients and patients."



"I was able to use the device to take 'before' and 'after' aesthetic procedure pictures of my patients. With the excellent print quality from the HP Photosmart printer, I could conveniently give my patients the print-outs to take with them," said Dr Lee.

As a busy working couple, video calling was an important feature for keeping in touch with their children. "Our children were particularly thrilled to see our faces when they had to stay at home one evening while we enjoyed a quiet night out."

Dr Georgia Lee is a medical doctor and aesthetic physician by profession. Based in Singapore, she travels frequently around the region to offer consultations and expertise. Her clientele includes the 'who's who' of celebrities in Singapore. Dr Pierre Christian Ipyam is currently a senior consultant in Anesthesiology at the Singapore General Hospital.

Capitalia, Italy

Silvio Sperzani, IT Capitalia President, and Emanuele Esposito, Technology, Security and TLC Responsible, Capitalia Group, were particularly impressed with the always-on e-mail and video calling features of the Nokia 6680 imaging smartphone.

"The always-on e-mail functionality is a major upgrade compared to previous handsets I have used. The functionality works very well," said Mr Sperzani.



Describing video calling, Mr Sperzani commented, "Interacting on a face-to-face basis greatly improves the quality of the discussion – especially when 'touchy' items had to be discussed. It's a very useful function."

Capitalia is the fourth largest Italian banking group, created following the merger of two existing banking groups, Bancaroma and Bipop-Carire Group. Capitalia is a holding company comprising, Banca di Roma, Bipop-Carire, Banco di Sicilia, Fineco and MCC.

February, 2005

Peugeot, Japan

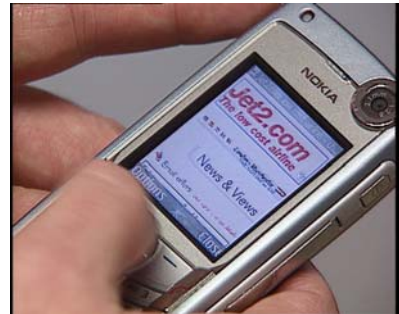
The business features of the Nokia 6680 imaging smartphone also proved popular with senior executives at Peugeot Japan, in particular high-speed web browsing. "It was great to be able to access the Internet anytime, anywhere when I was traveling abroad," said Yuko Okabe. "Before, I had to find a business center or Internet café!"

Always-on e-mail and the ability to synchronize contacts and calendar information with the handset were also highlighted as important and useful features of the Nokia 6680 imaging smartphone. "For very urgent matters, I was able to get approval from my boss even if he was in a meeting thanks to the always-on e-mail," said Ms Okabe.

Olivier Gandolfo, Marketing Director, Peugeot Japan and Yuko Okabe, Sales Promotion, Assistant Manager of the Marketing Communications Group, Peugeot Japan, both trialed the Nokia 6680 imaging smartphone. Based in Tokyo, Olivier Gandolfo oversees the essential elements of marketing strategies, including brand management through all media and advertising activities, product definitions (including pricing/positioning) and customer relationship management.

Jet2.com, United Kingdom

For UK low cost airline Jet2.com, the Nokia 6680 imaging smartphone has already made its mark on the business. Advertising is crucial for this fast growing company and the Nokia 6680's integrated camera allowed Steve Lee, Commercial Director of Jet2.com, to take pictures of adverts in situ while on the move around the country and then share these with his colleagues. "This has enabled us to review posters and advertising billboards in a much more constructive manner," commented Mr Lee.



High-speed web browsing was also an important feature for Jet2.com. "Our website is the company's main communications tool and gets updated 3 or 4 times daily. Being able to check the updates throughout the day was an especially valuable function," Mr Lee continued.

Jet2.com commenced operations in February 2003, flying daily from Leeds Bradford International airport, to and from Amsterdam. It currently operates daily services from Leeds Bradford, Belfast, Manchester and London Gatwick to 23 European destinations. Jet2.com has already carried over one million business and leisure passengers.

