

February 16, 2005

One millionth customer experiences the excellence, refinement of premium Nokia 8800

Nokia's flagship design statement receives GSM Association award for best handset

Barcelona, Spain, February 16, 2005 – Immediately hailed as a triumph of design, the Nokia 8800 burst onto the market June, 2005. Since that time, more than one million discriminating consumers have made the Nokia 8800 part of their premium lifestyle. Drawing upon modern watchmaking and jewelry techniques, the Nokia 8800 features a slim stainless steel body and a number of distinctive details that complement the prestige and quality of the device. Earlier this week, at the annual GSM Association Awards, the Nokia 8800 added to its list of accolades the GSMA Award for best GSM handset for its unique blend of design, materials and innovation.

“The Nokia 8800 has clearly found an audience with individuals who appreciate quality materials and world-class design,” says Alastair Curtis, who directs the design team at Nokia's Mobile Phones unit. “The Nokia 8800 is as much an object of art and desire, as it is an advanced piece of technology. As the first mobile phone to be crafted of modern materials like stainless steel and mineral glass, the Nokia 8800 brings a new elegance to the art of personal communication.”

Another mobile phone first, the Nokia 8800 introduced a complete soundtrack, including all ringtones, alarms and alerts, created by the award-winning composer and musician Ryuichi Sakamoto. Inspired by the modern lines and organic curves of the Nokia 8800, Sakamoto's musical accompaniment became a unique selling feature, striking a powerful chord with consumers.

“Nokia has a long, storied tradition of creating high-quality, timeless mobile devices targeted specifically to consumers who demand the finest materials and premium experiences,” says Heikki Norta, Senior Vice President, of Nokia's Lifestyle Products Group. “That the Nokia 8800 has sold more than one million units also demonstrates that there is a strong consumer demand for premium mobile products that occupy the upper-tier of the pricing strata.”

The Nokia 8800 and its North American counterpart, the Nokia 8801, began shipping in the summer of 2005. While prices around the globe vary, the Nokia 8800 currently retails for EUR 1.075,00 at the newly opened Nokia Flagship Store in Moscow's Pushkin Square.

About Nokia

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. www.nokia.com.

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Photos of the Nokia 8800 can be found at: www.nokia.com/press