Where are you Today?

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Big news for consumers

Key perceived benefits of Social Location services

Introducing the new Ovi Maps

with one touch to your favourite content and services.

NOKIA
ovi

Video Ovi Maps

NOKIA
ovi

My position

Finding **your location** is easier and faster than ever...

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Find Places

Your global reference to local content.

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Favourites

Save and collect places and sync them with Ovi.

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ovi

Connected drive navigation

Get to **any place** via **the best route**, **safe** and **on time**.

And now with **text to speech**.

NOKIA ovi

You are guided on foot, just as you would walk in real life

NOKIA ovi

Walk takes you through shortcuts and pathways

ovi

470 m | 7 mins

Google maps

700 m | 9 mins

You have a good, trusted friend in every city guiding you off the beaten path

NOKIA ovi

You know what's on around you with full entertainment listings, show times and reviews.

NOKIA ovi

And know how weather is going to be like, local or anywhere else.

NOKIA ovi

City explorer package

Out-of-the-box on 10s of million of Nokia Devices

- Over 1000 Lonely Planet city guides
- Global Michelin travel guide
- Global events and movie guide
- Global weather service
- Global pedestrian navigation

Ready out-of-the-box
at no extra cost

Drive in 70+ countries
NOKIA
ovi

Walk in 100 cities
NOKIA
ovi

Available to download

http://betalabs.nokia.com/ovi-maps

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Introducing lifecasting

NOKIA
ovi

Video Ovi-Lifecasting

ovi Lifecasting with Ovi

With Ovi, you can lifecast what you are up to and where, straight from the device homescreen.

NOKIA ovi

ovi Lifecasting to Facebook

Post updates straight to Facebook with your location

NOKIA ovi

ovi Lifecasting to Facebook

Instant updates to Facebook with status, location and photos

ovi NOKIA

ovi Lifecasting and maps.ovi.com

See location on a map and get the best out of maps.ovi.com

NOKIA ovi

ovi Lifecasting on the device

Join and follow the conversation wherever you are

NOKIA ovi

Available to download

http://betalabs.nokia.com/ovi-lifecasting

Beta -Closed

Mail me your Ovi username

from your ovi email

to:crcapell@ovi.com

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Big news for developers

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Ovi SDK Video

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"We want a way to reach Nokia's installed base."

Ovi Store

180 countries
100 device models
August bigger than June+July

From stand-alone apps to integrated services ecosystem

Nokia Maps **Application**

Ovi Maps **Services**

Ovi Services **Ecosystem**

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Ovi API

Nokia opens access to industry's leading context platform.

Ovi apps

Nokia evolves web apps.

Powerful services and a beautiful UI.

Distributed in Ovi Store.

Ovi SDK

Nokia previews new web based tools for easy app creation.

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"Can we use your maps?"

NOKIA
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Ovi Map Player API
for web

Ovi Maps + Maps Player API + Lonely Planet Content =

NOKIA
ovi

"Can I have this for mobile?"

NOKIA
ovi

Ovi Maps Player API for mobile

Maps with vector graphics, 3D and more
- in mobile apps with a single line of code

NOKIA ovi

Ovi Navigation Player API for mobile

Navigation in mobile apps with a few lines of code

NOKIA
ovi

Ovi apps

Web technologies

Ovi apps are built using standard web technologies – HTML, CSS and JS – easy, fast and utilizing existing staff.

Ovi services integrated

Embedding Ovi services into Ovi apps is simple – adding navigation, location or maps is just a single line of code.

Gorgeous Ovi UI library

Ovi SDK provides the evolving Ovi UI library, making creation of beautiful apps effortless.

Creation of beautiful apps is easy with great Ovi UI library

NOKIA
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Ovi apps

Consistency in diversity.

The Ovi UI library allows for great diversity and branding – but still retains familiarity of the experience.

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Ovi apps are already in creation by...

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Behind that one touch...

NOKIA ovi

Available in invitation beta

http://forum.nokia.com/Ovi

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Thank you.

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