

# Hype eller Realitet ?

- + 830.000 nya mobil-abonnenter
- + 2.100.000 nya mobiltelefoner
- + 93.000 nya 3G-abonnenter

... Varje Dag!



# Key trends in the environment

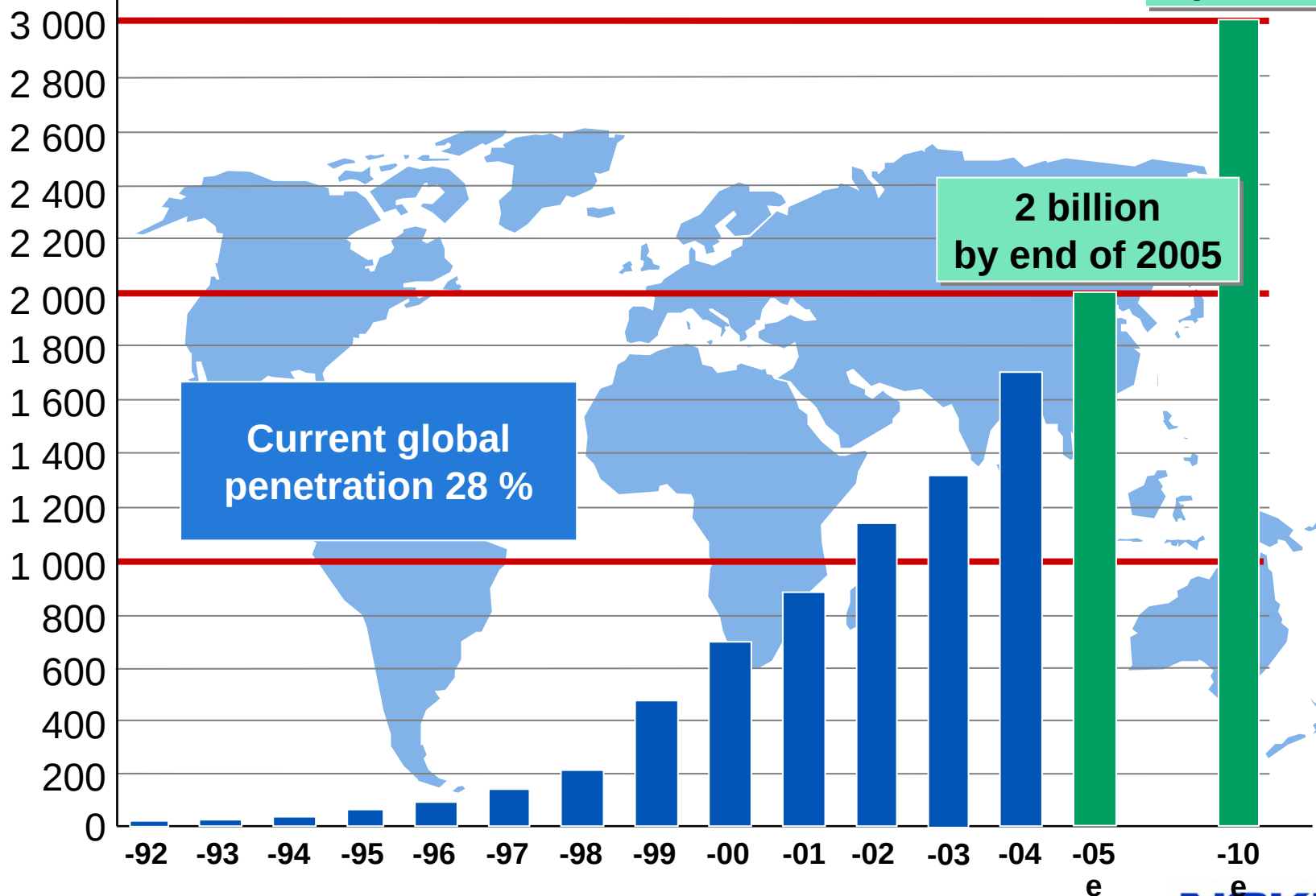
Towards the 3 billion milestone

3 billion  
by 2010

2 billion  
by end of 2005

Current global  
penetration 28 %

Mobile phone  
subscriptions  
globally,  
millions



Source: Nokia at 3GSM  
Cannes, February 2005

# Utöver röst – Till Vad?

*Imaging*



*Personal  
Productivity*



*Music*



*TV and Video*



*Games*



**See  
New**



**Do  
New**



**Hear  
New**



**Watch  
New**



**Play  
New**



**NOKIA**  
Connecting People