

# Where are you Today?

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**NOKIA**  
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# Big news for consumers





# Introducing **the new Ovi Maps**



with **one touch** to your favourite content and services.

# Video Ovi Maps



# My position



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



# Find Places



Your global reference to **local content.**

# ★ Favourites



Save and collect places and **sync** them with **Ovi**.



# Connected drive navigation

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

And now with **text to speech**.

After 250 m turn  
right at Mortimer  
Street.



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





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



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



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





# 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



A world map on a dark blue background. The map shows the outlines of all continents. A specific set of countries is highlighted in a lighter blue color, representing the regions where the service is available. These highlighted countries include the United Kingdom, France, Germany, Italy, Spain, Portugal, Greece, Turkey, and various countries in Eastern Europe, the Middle East, and Southeast Asia. A white banner with black text is overlaid on the map.

**Drive in 70+ countries**



**Walk in 100 cities**

Available to download



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



Introducing lifecasting

# Video Ovi-Lifecasting

# ovi Lifecasting with Ovi



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

ovi

Lifecasting to Facebook

facebook®

Post updates straight to **Facebook** with your **location**

ovi NOKIA

ovi

# Lifecasting to Facebook



Instant updates to Facebook with **status**, **location** and **photos**

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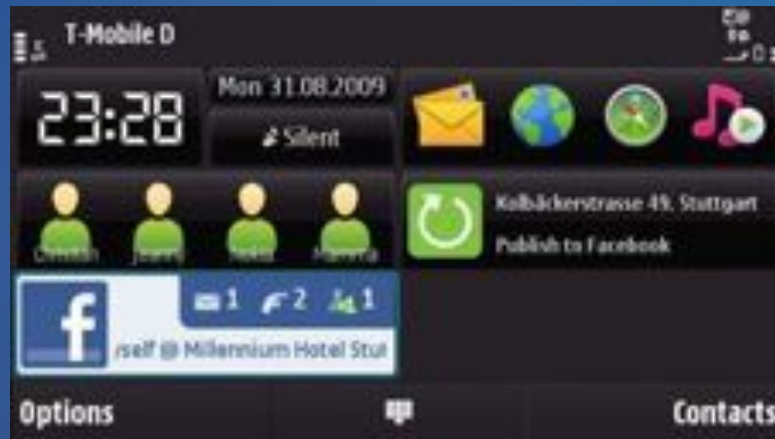
# ovi Lifecasting and maps.ovi.com



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

ovi

# Lifecasting on the device



Join and follow the conversation wherever you are

Available to download



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

Beta -Closed

Mail me your Ovi username  
from your ovi email  
to:[crcapell@ovi.com](mailto:crcapell@ovi.com)

# Big news for developers

# Ovi SDK Video

“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



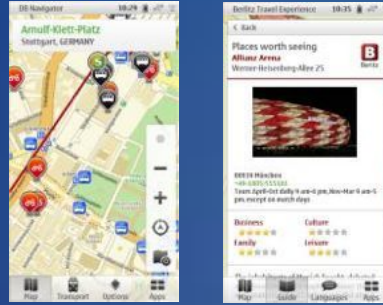
Ovi Services Ecosystem

# 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.

“Can we use your **maps?**”

# Ovi Map Player API for web

Ovi Maps



Maps Player API

Lonely Planet Content



“Can I have this for **mobile?**”

# Ovi Maps Player API for mobile

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



# Ovi Navigation Player API for mobile

Navigation in mobile apps with a few lines of code



# 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



# Ovi apps



## Consistency in diversity.

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

# Ovi apps are already in creation by...



# Behind that one touch...



Available in invitation beta



<http://forum.nokia.com/Ovi>

**Thank you.**