

Nokia Teams With Microsoft Digital Media Format Support

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Microsoft and Nokia agreed to long-term collaboration on extended digital media format support. This collaboration includes support for Windows Media® Audio, Windows Media Digital Rights Management (DRM) 10 and Media Transfer Protocol (MTP) on music oriented Nokia handsets, and including support for Open Mobile Alliance (OMA) Digital Rights Management and the MPEG Advanced Audio Coding (AAC) family of codecs in Windows Media Player via a plug-in.

Agreement between Nokia and Microsoft, announced at the 3GSM World Congress in Cannes, includes long-term collaboration on support on Nokia handsets and Windows Media Player. This dual-technology-stack support from both companies will further broaden the range of music enjoyment choices for consumers and delivery options for content owners and service providers, as well as ensure easy device connection and content flow between Nokia handsets and Windows XP-based PCs.

The mobile music service from Nokia and Loudeye is based on the OMA DRM and MPEG AAC standards and enables a wireless operator's customers to search, listen, download and pay for music using an operator branded music application on their mobile device. Windows Media Player is used for the PC component of the music solution, and wireless operators will be able to brand their music service when it is integrated into the Windows Media Player.

"This agreement makes it easier for consumers to download music they want to listen to, without having to worry about whether or not the file

format is supported - it's all about enabling choice without compromising compatibility," said Anssi Vanjoki, Executive Vice President and General Manager, Multimedia Business Group, Nokia. "The broad reaching popularity of Windows Media Player, its comprehensive feature set and support for service integration made it a natural choice for us when looking at the PC component of the mobile music solution we are offering to mobile operators."

"Microsoft and Nokia recognize that interoperability and ease of use are crucial to delivering a seamless consumer experience and enabling digital music to be enjoyed on the move," said Amir Majidimehr, corporate vice president of the Windows Digital Media Division at Microsoft. "This agreement marks the beginning of a collaborative effort that will greatly enhance the mobile phone as a personal music device, and help realize our vision of digital entertainment anywhere."

Starting immediately, operators can provide their customers access and download of music using the mobile music solution from Nokia and Loudeye, allowing instant access to purchase content through Nokia handsets or Windows XP-based PCs. By supporting MTP on their handsets, Nokia is ensuring consumers have a simple and easy sync experience with their phones when transferring music to and from Windows XP-based PCs using Windows Media Player.

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