

Nokia 8800

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Drawing upon modern watchmaking and jewelry techniques, Nokia has unveiled a truly inspired mobile phone for today's connoisseurs of quality and taste. Encased in a slim stainless steel body, the Nokia 8800 subtly glides open to reveal a number of distinctive details, each meticulously considered and researched to complement the prestige and quality of the device. To heighten the experience, the Nokia 8800 features exclusive audio accompaniment, including all ringtones and alerts, by award-winning composer Ryuichi Sakamoto. This attention to

detail continues Nokia's heritage of premium mobile phones that have set the industry standard for elegance and performance.

With a Zen-like goal to balance form and functionality, the guiding principle of Nokia's designers and engineers was to create a truly modern mobile phone, the epitome of style and elegance, which would be a pleasure to use and a delight to behold. The organic flowing lines and dynamic surfaces perfectly complement the stainless steel and resin materials -- steel for its tensile strength and durability, and resin for its organic properties. The result is an elegant, 'human' design, comprised of materials destined to age with grace.

Finding inspiration in non-traditional sources, Nokia designers employed modern watch-making techniques, such as the use of metal injection molding on the function keys. A specially reinforced glass used in luxury timepieces provides added toughness and scratch-resistance to the front display, and even the Nokia marque has been chemically etched on the back plate using a process typically used by watchmakers.

The 'pop-up' mechanism of the Nokia 8800 is another study in functional design. Using a bi-stable spring mechanism and stainless steel ball bearings, like those used in high-performance automobiles, the keypad of the Nokia 8800 gracefully glides from its protective casing, revealing a hidden camera on the back.

The aural accompaniment of the Nokia 8800 is equally inspired. Award-winning composer and musician Ryuichi Sakamoto was commissioned to compose the ringtones and alerts. Throughout his distinguished career, Sakamoto has crossed musical and technological boundaries, experimenting with different musical styles and making a name for himself in popular, orchestral and film music.

Inspired by its modern lines and organic curves, Sakamoto has produced

a musical accompaniment for the Nokia 8800 that captures an essence and emotion that touches both heart and mind. His creation draws on his vision of the Nokia 8800 user -- a world citizen constantly on the move, making an impression in a grayscale world and through great cities such as New York, Paris, Sydney and Shanghai.

"Subtlety and refinement are requirements of modern high design, appealing to consumers who place a high value in quality and attention to detail," explains Frank Nuovo, Nokia's Chief Designer. "We believe the Nokia 8800 belongs in this pantheon of iconic products - a sophisticated mobile communication device that quietly earns a nod of appreciation and admiration from other connoisseurs of fine taste."

The Nokia 8800 is expected to begin shipping in select markets during the second quarter of 2005. Estimated retail price, before subsidies or taxes, is expected to be 750EUR. Also today in New York, Nokia introduced the Nokia 8801, a new device that shares the same premium design details and features, but is designed expressly for the Americas market. The Nokia 8801 is expected to begin shipping in the third quarter of 2005. The Nokia Wireless Stereo Headset, introduced today, is expected to begin shipping in the third quarter of 2005.

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