

# Microsoft teases beginning of its post-Nokia smartphone era

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Microsoft is set to reveal what may be its first smartphone offering since announcing it was ditching the Nokia brand in favor of Lumia for its flagship Windows Phones.

In a teaser posted to the company's Nokia blog, Microsoft invited guests seeking "#morelumia" to come back to the page on Tuesday, posting a photo of what appears to be a curved Lumia device.

Microsoft completed its \$7.5 billion acquisition of Nokia's handset business in April. As part of the deal, Microsoft bought the rights to release basic Nokia-branded mobile phones for 10 years. Microsoft's rights to the use of Nokia's name in smartphones also had an end date, reportedly 18 months.

Tuula Ryttila, a [senior vice president](#) of marketing for phones at Microsoft, said in a blog post last month that the company would unveil a Microsoft Lumia device soon. "This is of course a natural progression as all devices that once came from Nokia now come from Microsoft," she said.

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