

# Nokia for developers

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**NOKIA**  
Connecting People

# Agenda

## Nokia Platforms and changes due to MSFT deal

- WP7
- Symbian
- MeeGo
- S40

Qt update

Ovi Store update

# Strategy shift in brief



S40



Symbian



MeeGo



S40



Symbian



MeeGo



WP7

# News: Nokia Chooses Windows Phone Platform

Nokia announces Windows Phone as long term smartphone strategy utilizing Microsoft tools and development platform

## Nokia with Windows Phone

Visual  
Studio  
2010

Silverlight

XNA  
(for game  
dev)

Internet  
Explorer

Takeaway : Microsoft and Nokia partner to create the third smartphone ecosystem

# News: Symbian Continues to Evolve

## Largest Global Reach

Modern phones:  
225 Million



150 Million  
new Symbian Phones with Qt

- Multiple Symbian releases planned
  - Including user experience enhancements
- Qt & Qt Quick and Java are the application platforms for Symbian
- There are 75 million touch screen Qt phones worldwide today
- Nokia plans to ship 150 million new Symbian phones with Qt
  - Fresh new product designs with multiple form factors

Takeaway: Symbian and Nokia gives developers the opportunity to ship enormous volume with global reach today

# A Renewed User Experience – Symbian Ann



## New themes and icons

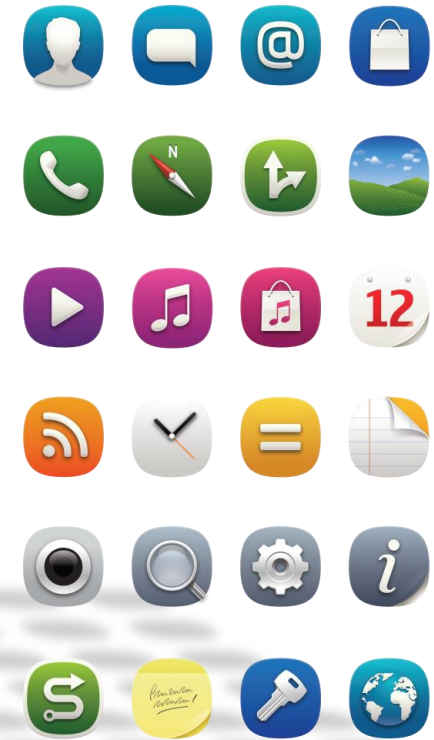
Living Home screen with Ovi single sign on

Sleek fresh look for Ovi Maps, including new social media features

See your message conversation, webpage, maps, contacts or email while writing

Portrait QWERTY keypad

Faster browser



**NOKIA**

# News: Nokia ships MeeGo device this year

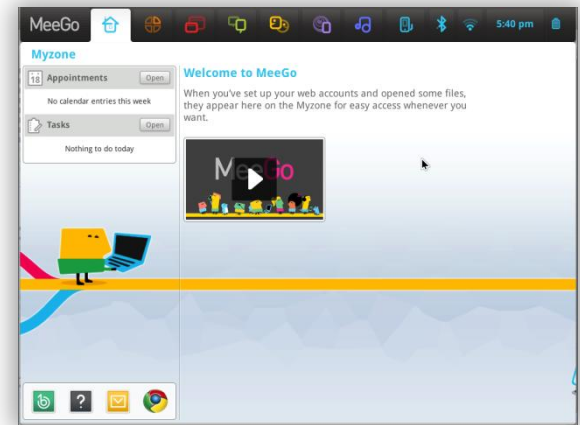


- Our strategy around MeeGo changed last Friday
- Our MeeGo device contains a series of new, exciting technologies that we would like to get feedback from customers and developers on
- MeeGo devices will run Qt apps, so apps developed in Qt for Symbian can be easily ported to our MeeGo device
- We are still in discussion with what we do with the MeeGo source code line after the delivery of our device
- MeeGo may provide valuable technology for our next disruptive platform

Takeaway: Our MeeGo device represents the continuation of the innovation expressed by our Linux based smartphones

# MeeGo™

- Open Source Linux for Mobile Computers
  - Based on Maemo and MobLin
  - Developed by Nokia and Intel
  - Hosted by the Linux Foundation
  - [www.meeego.com](http://www.meeego.com)

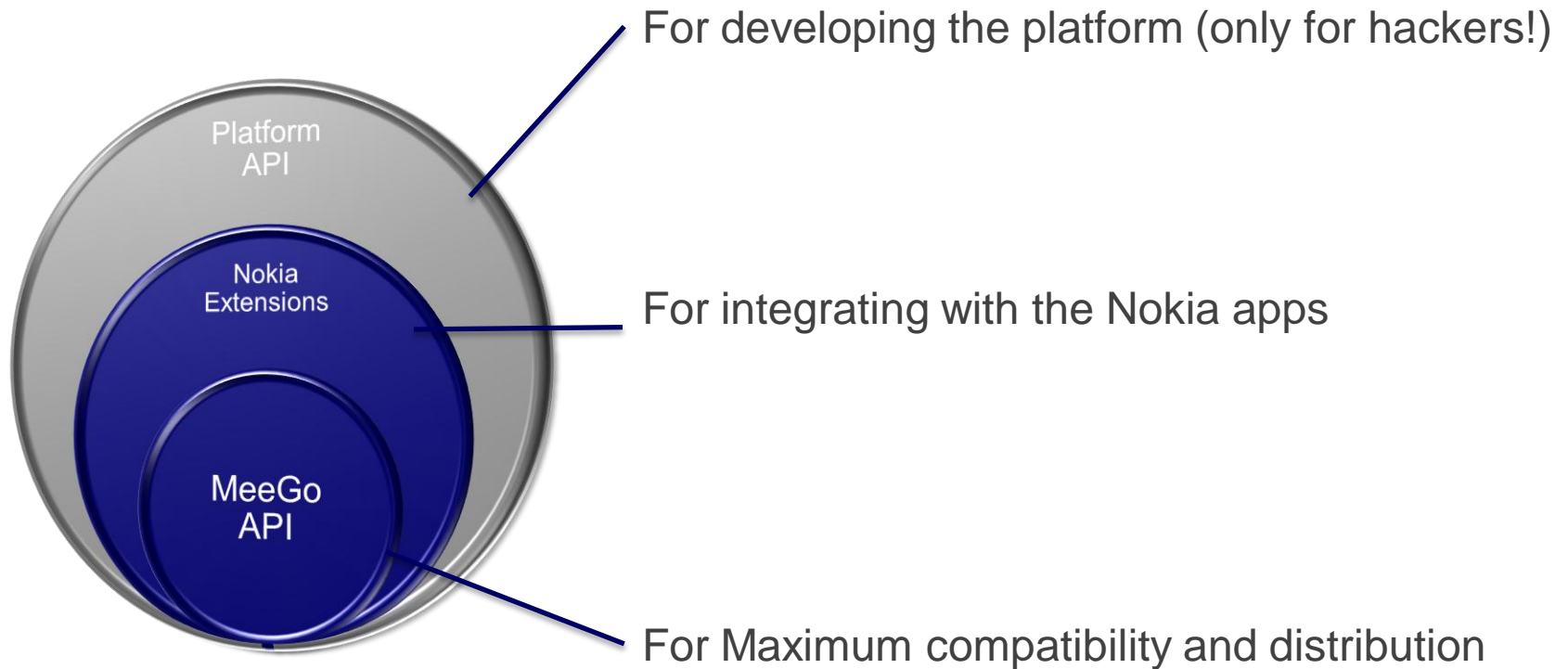




# MeeGo Usage



# MeeGo Software – three levels of APIs



SDK to be released soon!

# News: S40 continues its global growth

Global Market Reach with Series  
40

**Over 600 Million Phones  
Globally**



**Nokia is increasing investment**

- There are over 600 million Series 40 phones in use all over the world
- Java continues to be the application platform for Series 40
- Nokia is adding the Ovi Browser with proxy services to Series 40
  - Enables web content and applications across the world
- Nokia is increasing its investment in Series 40

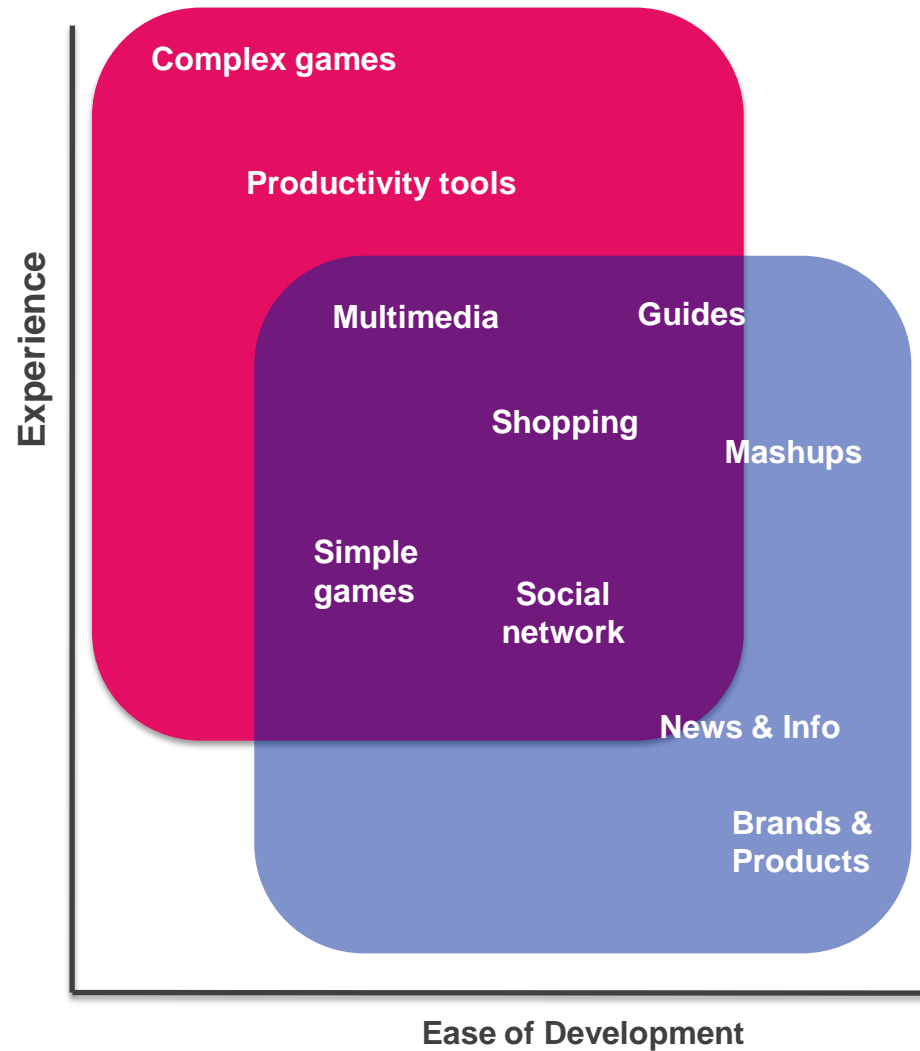
**Takeaway: Build Java applications for S40 to reach massive, global markets**

# What are Series 40 Web Apps ?

- Applications built using W3C standard Web technologies
  - HTML for Layout – Supports most of XHTML Mobile Profile Elements
  - CSS for Visual Styles – Supports CSS Mobile Profile
  - JavaScript – For Application logic on the server
  - Mobile Web Library – JavaScript like library on the client that enables Interactive applications
- Packaged according to the W3C widgets spec (.wgt)
- Developed using the Nokia Web Tools for Series 40
- Published via Ovi Publish to Ovi Store
- Discovery and Deployment through Ovi Store
- Consumption Via Ovi Browser Client



# Web apps target popular web content



## Java



- Native technology
- Longer development
- Larger footprint
- Offline availability
- Graphics Intensive
- Local data processing
- Custom UI
- More device APIs

## Web Apps



- Web technologies
- Rapid Development
- Remotely managed
- Connected
- Information intensive
- Remote data access
- Simpler UI
- More forms based

# Qt update

# News: Qt is alive and well



## Qt Global Opportunity

100 Million  
Symbian phones today



Qt + Qt Quick + Symbian =  
150 Million  
new Symbian Phones



## Why develop for Qt?

Qt is the application platform for both MeeGo and Symbian

Qt Quick radically improves developer efficiency

We will not bring Qt to Windows Phone

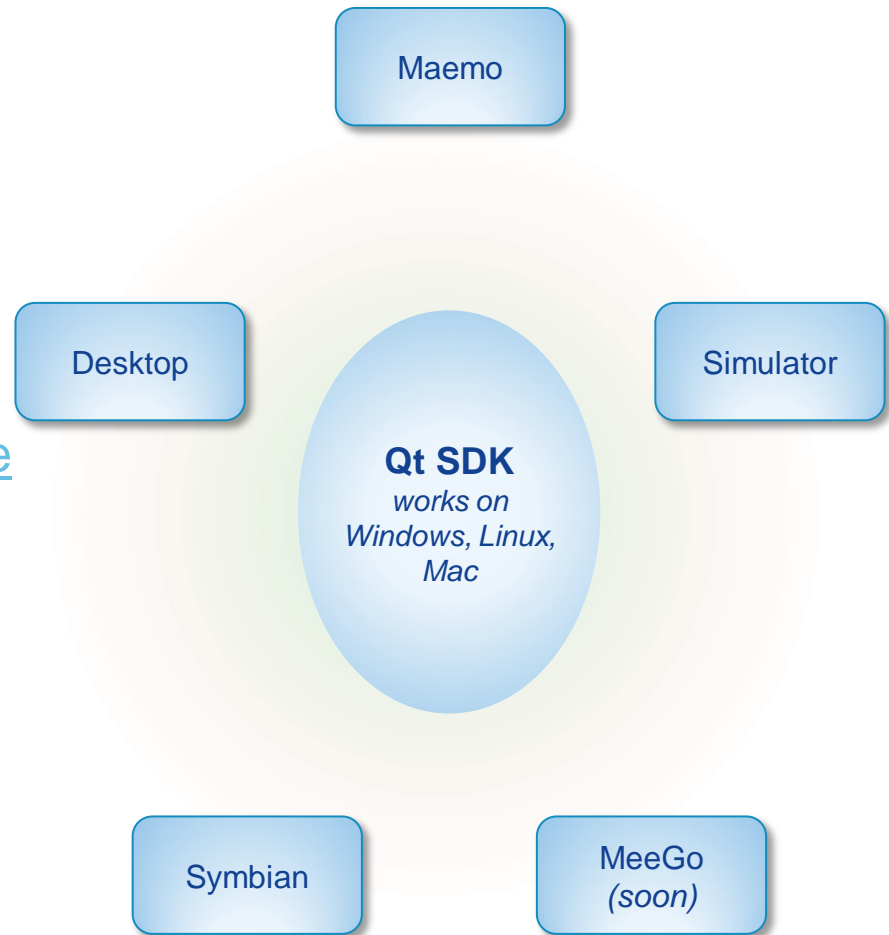
Qt growth continues on embedded devices, Windows, Mac, and Linux

Nokia will continue to innovate Qt

Takeaway: Keep building Qt applications; the opportunity is now

# Developer Environment Setup

- Qt SDK 1.1
  - One-click installation
    - IDE, toolchain, documentation, examples
  - Beta out now:  
<http://developer.qt.nokia.com/pre-releases>





# What's coming up in Qt

RC already available

Qt SDK 1.0

Qt SDK 1.1

Qt SDK + 1

First all-in-one SDK for Nokia devices up to 70% better productivity

Smart Installer  
Access to 75M+ devices in Ovi Store

New mobility features in Qt

Qt Quick for amazing UIs  
Unleash creativity

Global rollout  
Smart Installer and device updates in 1H 2011

Basis for future  
Ready for MeeGo

Additional mobility features

Camera, location

Qt Components  
Full set of widgets in QML

Qt WebKit with HTML5 media  
Video and Audio

Comprehensive mobility coverage  
Bluetooth, NFC, IM

# Nokia Certified Qt Developer

- Official accreditation for individual developers
  - Confirms your **development skills** in Qt
  - Become **more attractive** in the job market!
  - **Qt Essentials exam**: 50 multiple choice questions, 60 minutes
  - **Coming soon**: Qt Advanced exams (widgets and C++)



Nokia Certified  
**Qt Developer**

[Get free testing voucher!](#)

# Ovi update

# Ovi Store: the home of apps on

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5.0+

Million  
downloads daily

190+

Countries, of  
which 90% in  
local language

32

Markets with  
billing from 103  
operators

43%

Growth in  
downloads  
per active user

40,000

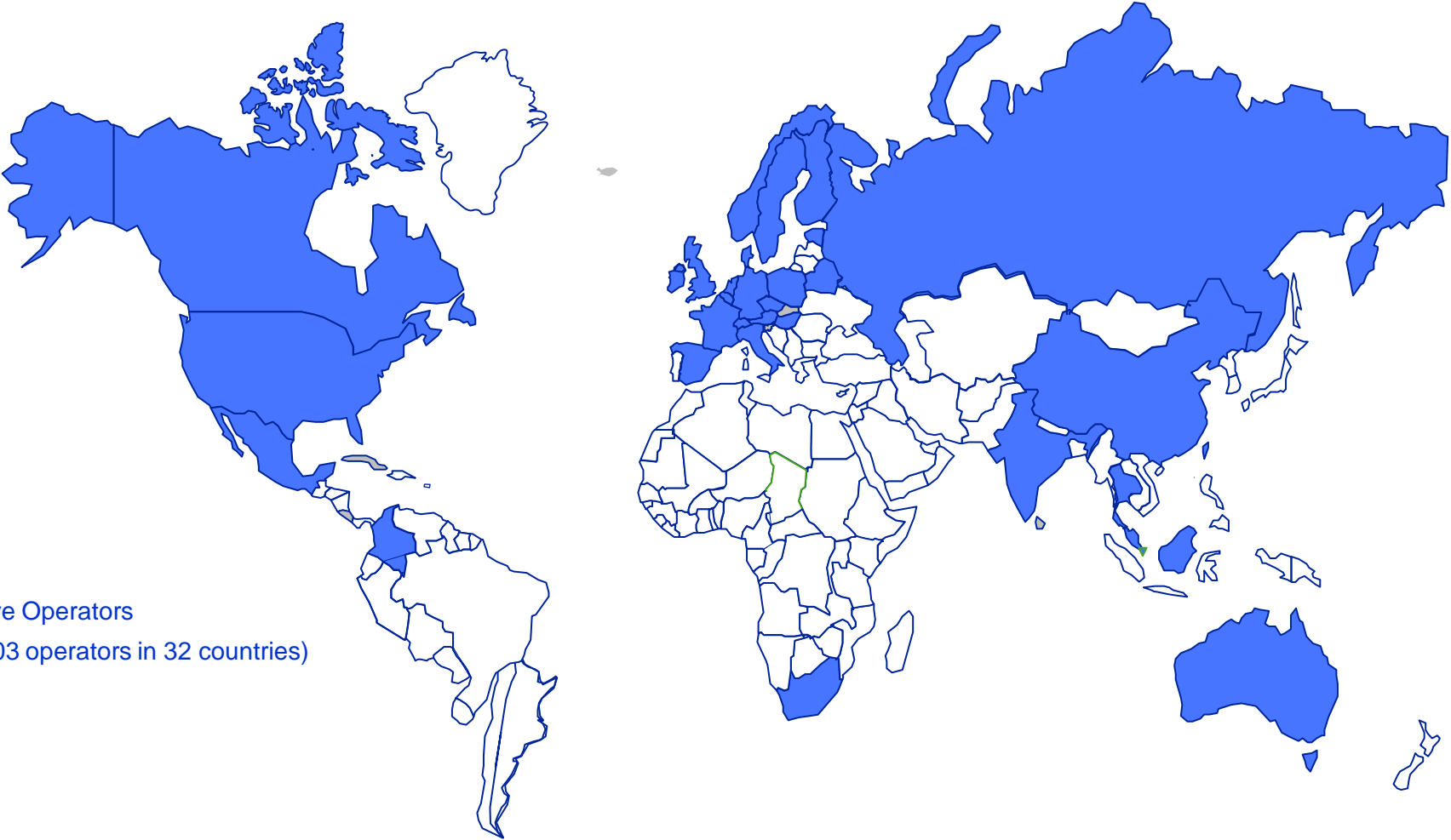
+

Apps available

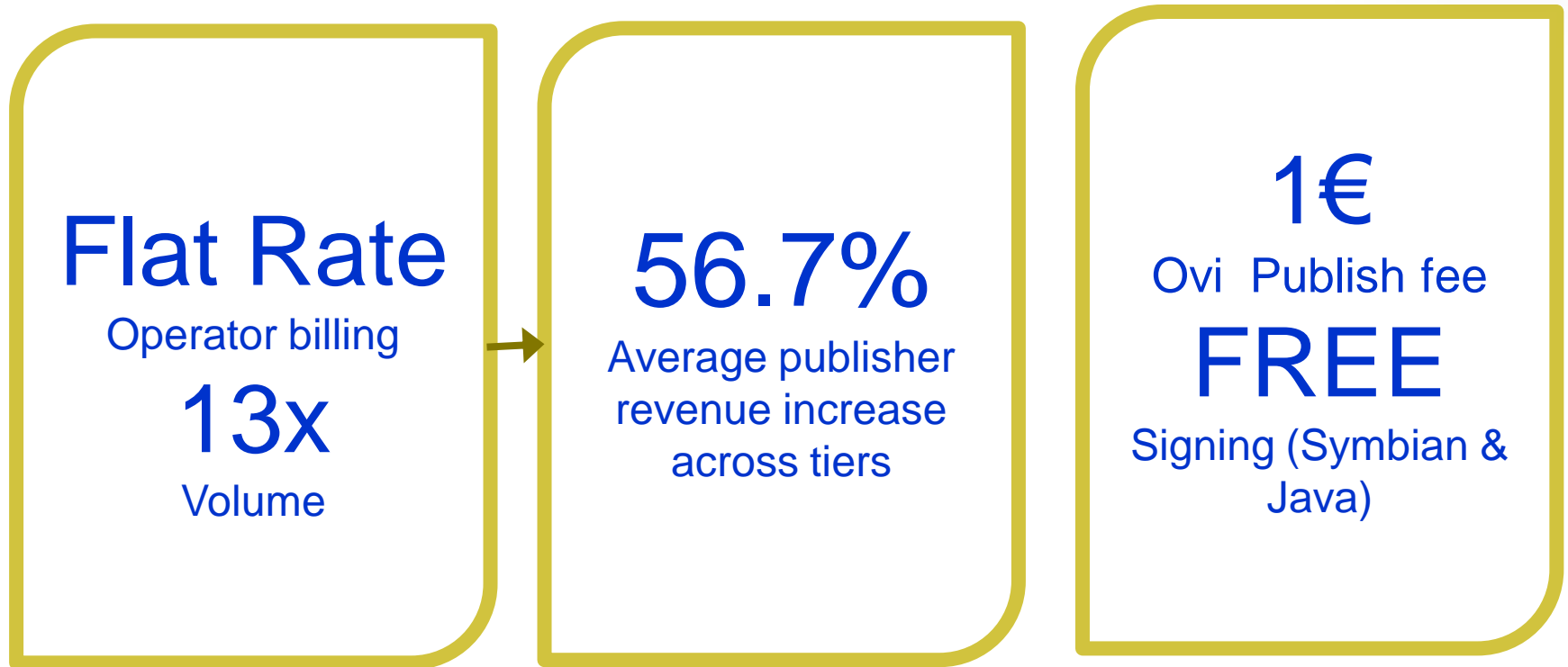
80%

traffic converts to a  
download

# Nokia Operator Billing Coverage



# Ovi Store – Today



- + **New** in-app purchase
- + **New** in-app advertising add-on

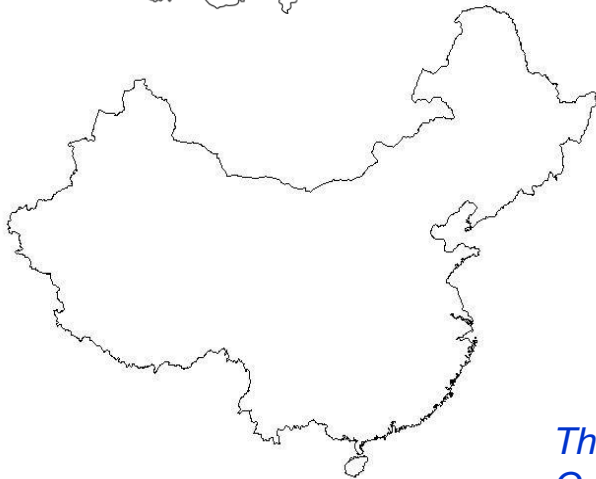
# Global scale + Local reach



Russia: 1,000,000 + downloads / week



Turkey: 1,600,000 + downloads / week



China: #1 app store; 65% share

*The 10 most active countries are (in alphabetical order): China, Germany, India, Indonesia, Italy, Russia, Saudi Arabia, Turkey, the U.K. and Vietnam*



# QnA