



Nokia investment opportunities for mobile and Flash developers

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NOKIA

Overview

- What is Forum Nokia
- What is the Open Screen Project
 - What is the fund and who can apply
 - Fund recipients
- Q&A

Forum Nokia = Help Developers Learn, Build & Earn

Forum Nokia accelerates the development and delivery of great 3rd party apps and services on Nokia devices



Recognized Developer Programs



“Nokia is the benchmark for all developer programs in nearly every category, is unsurpassed in content and traffic, and has the strongest collection of training options, including in-person courses.”

- Evans Data Corporation



Open Screen Project Fund = money for you

What is the Open Screen Project?

- A group of partners that are working together to provide a consistent runtime environment for open web browsing and standalone applications — taking advantage of Adobe Flash Player and, in the future, Adobe AIR
- A consistent runtime environment that will remove barriers to publishing content and applications across desktops, mobile phones, televisions, and other consumer electronics
- Today there are 23 partners which include OEMs, operators, chipset vendors and media companies

What is the Open Screen Project Fund?

- \$10 million market development fund over the next 2 years
- Designed to accelerate the creation of applications, content and services that leverage the Adobe Flash Platform and run across mobile, desktop and consumer electronics devices
- Submissions to the fund must include a mobile component for Nokia devices
- Fuel innovation by directly commissioning select developers to create innovative apps
- Adobe and Nokia are the first contributors to the Open Screen Project Fund

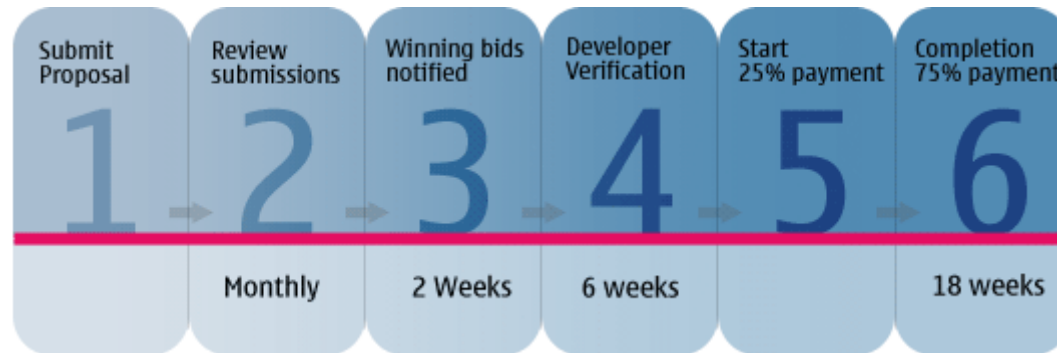
Why Developers Should Apply

- You have a great idea and you just need a little help
- If your submission is picked then you could receive funding for developing your app
- You want to reach the widest possible audience
 - Adobe Flash Player and Adobe Flash Lite™ software are on 98 percent of connected computers and more than 1 billion devices, and deliver more than 80 percent of Web videos worldwide, ensuring that content and applications are presented consistently in the format users want.
 - Nokia has shipped over 300 million devices with Flash Lite technology
- Distributing your Flash Lite applications to generate revenue or raise awareness
 - Nokia's Ovi Store, reaching tens of millions of Nokia users globally
 - Adobe's mobile aggregator partners, reaching millions of users in 13 countries
 - Other means: open web, aggregators, etc...

Who Can Apply to the Fund?

- **Anyone** - individuals or companies
- Flash Lite developers
- Flash desktop/web developers
- Mobile and web developers
- Media companies, brands
- Agencies

How to Apply for Funding



- Visit http://www.openscreenproject.org/developers/get_started.html or <http://openscreen.forum.nokia.com>
- Complete simple online form (in English only) – one form per submission
- Each submission must include a mobile component
- Submissions to be reviewed by Adobe and Nokia every two weeks
- Submissions accepted from around the world
 - Submission must be made in English, though final app may be localized
- Feedback from judging panel to applicants within 28 days
- Winners to be awarded funding in amounts that will vary by project

What We're Looking for From Submissions

Applications that work across multiple devices and leverage Flash Lite and/or Flash Player

- High quality content
 - Best user experiences possible
- Raise the bar!
 - Not just casual games (though games will be considered)
 - Uses streaming media
 - Uses 3D environments
 - Uses multiplayer environments
- Exploit Nokia-specific player enhancements
 - Gorgeous video/graphics
 - Uses location through GPS
 - Uses touch, tactile feedback, sensors
 - Uses PIM functionality (Calendar, Contacts etc)
- Market viability

Pocket Piano by Better Day Wireless



- A virtual piano player for touch devices
- Originally developed for iPhone, developer recreated for Nokia's touch devices
- Better Day Wireless designed and developed the application over several weeks and received technical support from Forum Nokia
- Pocket Piano is currently being QA'd by the Ovi Store team and should be available soon for download

Get Started Today!

Open Screen Project Fund developer info:

http://www.openscreenproject.org/developers/get_started.html

Forum Nokia:

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

Submission form:

<http://www.adobe.com/cfusion/mmform/index.cfm?name=fund>

Follow us on Twitter: [@OSPFund](#)



**Thank
you**

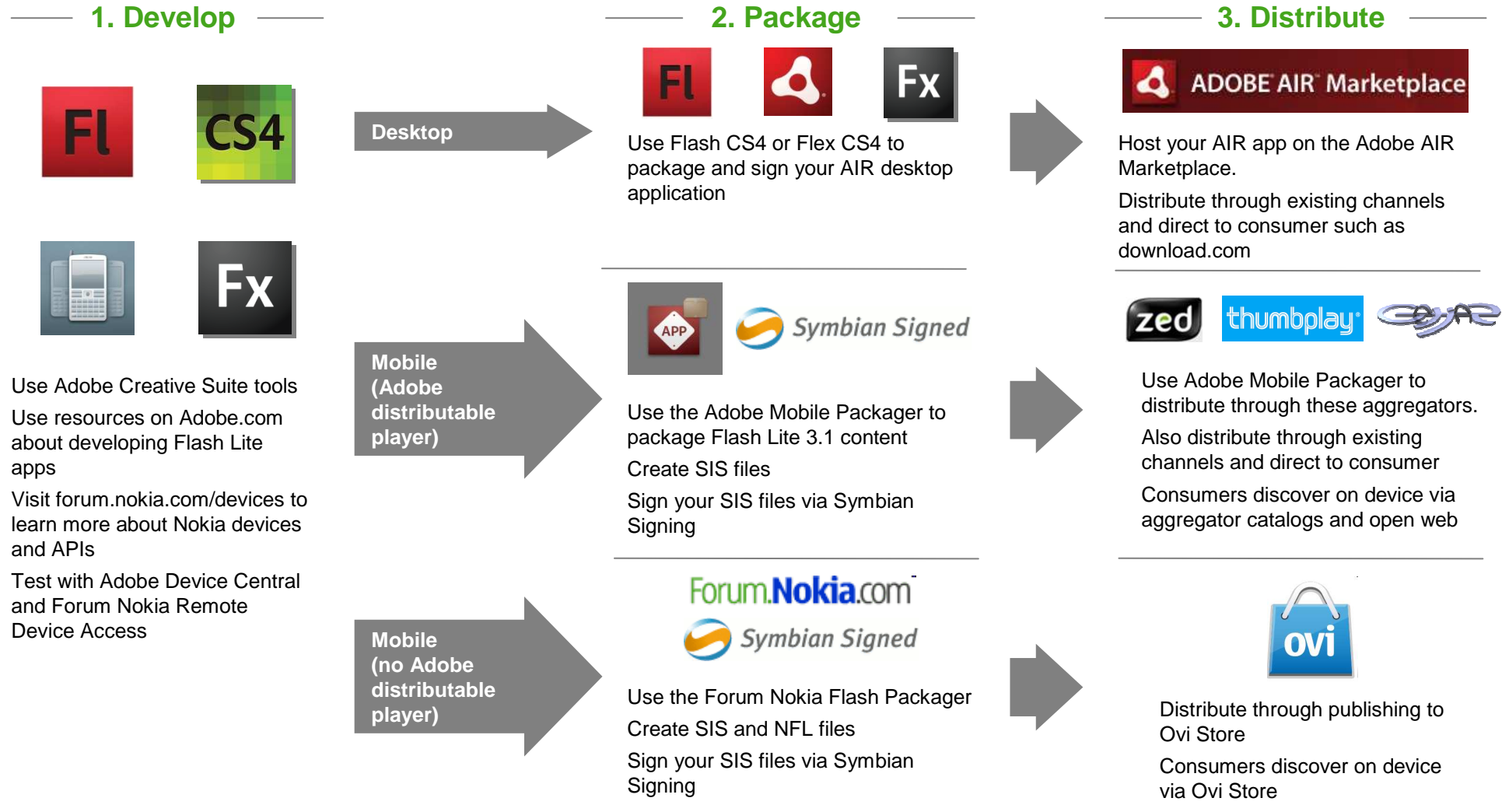
<http://www.forum.nokia.com>

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

9 Nokia Fund Winners

- **MyFestival** by Little Big Ideas (Denmark): a guide for the Roskilde Music Festival with integrated LBS functionality
- **Golfbox** by Little Big Ideas (Denmark): a golf companion to set tee times, check scores, and more
- **Social Portfolios** by Tui Interactive (UK): A stock news and portfolio tracker application
- **Pocket Piano** by Better Day Wireless (US): a virtual piano player for touch devices
- **Barking Seed** by Breakdesign (Singapore): a Web and Flash-based games community for players of Flash Lite games
- **Smart Grooves** by Storer Communications (Cyprus): audio sketchbook for consumers
- **Fun Guide** by Magus Soft (China): Entertainment Listings, Reviews, Happenings & Yellow Pages in China
- **ECG Mobicare** by i2tecnologia (Brazil): Personal electro cardiogram monitor device that connects via Bluetooth with the mobile phone to detect and report possible heart conditions
- **Twittle** by Flash Widgets LLC (Dallas): Twitter client for S60 and Series 40 devices

Flash Developer Workflow Multiple Distribution Channels



Specifications for Developers

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Packaging

Forum Nokia Flash Packager

Availability	Today
Flash Lite versions supported	1.1, 2.0, 2.1, 3.0
Nokia platforms supported	S60 3.0+ & Series 40 5.0 FP1+
Packages for Nokia devices	SIS and NFL
Requirements	Windows, Mac or Linux (web browser)

Distribution

Publishing to Ovi Store

Availability	Today, via sign-up
Developer revenue share	70% revenue share*
Nokia devices supported	50+

Download

Ovi Store

Availability	Now
Countries supported	Global, where permitted
Number of consumers	Potential of 50m (May 09), up to 300m (by 2012)
Buy, free, etc...	Buy and free

* 70% of Gross sales, net of refunds and returns, less applicable taxes and, where applicable, fixed operator billing costs. See [Terms and Conditions](#) for details.

Packaging, Distribution, Download

	NOKIA	ADOBE
Packaging	Forum Nokia Flash Packager	Adobe Mobile Packager
Availability	Today	Today
Flash Lite versions supported	1.1, 2.0, 2.1, 3.0	1.1, 2.0, 2.1, 3.0, 3.1
Nokia platforms supported	S60 3.0+ & Series 40 5.0 FP1+	S60 3.2, 3.1
Packages for Nokia devices	SIS & NFL	SIS
Requirements	Windows, Mac or Linux (web browser)	Windows (PC install of tool and SDKs)
Distribution	Publishing to Ovi Store	Aggregators (Thumbplay, Zed, Getjar)
		Open web
Availability	Today, via sign-up	Today
Developer revenue share	70% revenue share*	25%-35% of net
Nokia devices supported	50+	31
Download	Ovi Store	Aggregators (Thumbplay, Zed, Getjar)
		Open web
Availability	Today	Today
Countries supported	Global, where permitted	13 Countries
Number of consumers	Potential of 50m (May 09), up to 300m (by 2012)	Over 27m
Buy, free, etc...	Buy and free	Buy and free

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