

# newsworthy trends

## From Text To Images, Messaging Is The Latest Craze In Mobile Communication

(NAPSA)—From business professionals to Generation Y, Americans are using messaging as a fun and efficient alternative to voice communication. The predominant method, Short Messaging Service (SMS), continues to grow in popularity but Multimedia Messaging Service (MMS) is the latest trend in communication.

For many professionals, wanting to stay connected to e-mail and have the convenience of a mobile phone required carrying multiple devices. Now, Nokia is helping professionals combine functionality and increase efficiency with the convenience of one manageable easy-to-use communication tool, such as the Nokia 6800 messaging phone. It is uniquely designed to support all forms of communication from text to voice. The face flips open to reveal a full QWERTY keyboard, which makes typing messages fast and easy. With built-in MMS support, it can also send messages containing color images and text.

SMS is evolving from simple text messages to more advanced “postcard” messages that include sound, text and images. This next generation messaging is called Multimedia Messaging Service, or MMS for short, and it can have tremendous appeal for a wide range of users.

“SMS is big today, but we believe that MMS will bring new realms of rich content that consumers both young and young at heart will find rewarding to incorporate into their work and personal lives,” said Paul Chellgren,



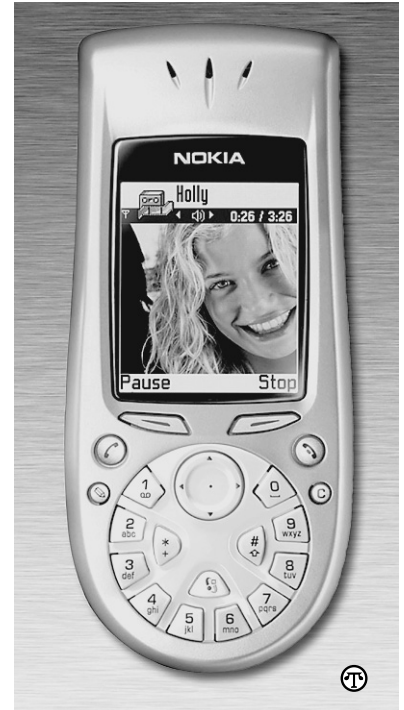
**Mobile phones, such as the Nokia 6800, are quickly becoming essential, multi-functional communication tools.**

senior vice president of product management for Nokia.

MMS lets users create, send, and receive rich messages while on the go between MMS-enabled mobile phones or via e-mail. With new wireless handsets that include integrated cameras, users can build messages by taking a photograph, adding text and even capturing sound. Sharing “in-the-moment” information at the moment it occurs is expected to catch on fast.

Nokia is a leading developer of MMS-enabled handsets. Most new Nokia mobile phones are MMS-enabled, including the Nokia 3650 imaging phone; the Nokia 7210, a “world” phone with global roaming capability; the Nokia 5100, geared to the person with an active lifestyle; the small but high performance Nokia 6100; and the sleek Nokia 7250i, complete with integrated camera.

With the easy-to-use Nokia 3650, you can send a multimedia message using pictures from its built-in camera, text, audio or



**With the Nokia 3650, users can send multimedia messages, which includes images, text, sound and even video.**

even video clips. In just a few clicks, you can send your integrated message to a friend’s MMS-capable phone or to an e-mail address.

Having the ability to send and receive information to and from your phone practically anytime and anywhere is just the beginning. Messaging, whether it is plain text or MMS lets people communicate more effectively on the job or just on the go.