

18 May 2005



By:

## **N-Gage games are coming to smartphones**

### *A new generation of mobile gaming*

After the success of N-Gage Games, Nokia decided that it is the time to move further and unveiled its plans for its evolution of connected mobile gaming. The aim of this next generation of mobile gaming is to expand the N-Gage platform's rich connected multiplayer experience across a wide range of Nokia's multimedia devices. Based on the impressive processing power available in today's smartphones, Nokia's next generation mobile gaming solution includes enhanced 3D game graphics capability and offers user-friendly search, purchase and installation of high-quality rich games as well as connected gaming with instant access to a global mobile gaming community. Best of all, the solution works with a number of different Nokia smartphones, thus giving consumers the freedom to choose a multimedia device that best suits their individual needs. The first Nokia smartphones to support the new Nokia mobile gaming solution are expected to be in the market during the first half of 2006. Additional information on the title launch portfolio is expected to be available in September 2005. The goal is to have a broad spectrum of games to suit all tastes - from casual 'quick fix' gaming to more in-depth multi-user games. Currently, consumers are often faced with a less than optimal mobile gaming experience, due in part to a lack of consistency. It can be hard to find and install games, game play is frequently disappointing and, therefore, consumer expectations are often not met. Through the expansion of its mobile gaming program, Nokia is providing a complete end-to-end solution, making it easy to find and purchase fully certified games that are built for a broad portfolio of smartphones and deliver on the promise of next generation, 3D connected mobile games. In addition, all mobile games available through this next generation Nokia solution will have advanced connectivity features, making connected mobile gaming easy over mobile networks via the N-Gage Arena, Nokia's global mobile gaming community. "Over the past two years, we've seen the mobile gaming market grow by leaps and bounds both in terms of market interest and customer expectations," said Gerard Wiener, Director and General Manager, Games, Nokia. "With the N-Gage platform, we've been able to deliver a superior gaming experience to mobile gamers, but only on a small range of devices. Now we want to expand rich, connected mobile gaming across the Nokia smartphone range. In 2005, we expect to sell 25 million smartphones and we see the global smartphone market exceeding 250 million devices in 2008. We can continue with our N-Gage offering while helping to drive the adoption of mobile connected gaming at a broader level."