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## [Nokia's Mail On Ovi Goes Global](#)

*Available for all Nokia Series 40 devices*

The free Nokia Mail on Ovi email service has just been updated to live and worldwide usage, since now all Nokia [Series 40](#) mobiles have been fit so that users can create their own Ovi email address directly from the cell.

The main attraction behind this new Nokia service release is that the necessity to use a [PC](#) for the creation of this service has been taken out of the equation, thus giving people the chance to create such a service at any time or place, without having to make use of a computer. Moreover, the service offers all the features users used to enjoy when a PC was included, thus bumping up the number of applications such a mobile-exclusive service implies.

This new worldwide system has been already implemented in India, the [Philippines](#), and Malaysia, where it has been experiencing a tremendous success since November, this probably being the reason why the Finnish manufacturer extended it to global usage.

Senior Vice President Tom Furlong, who oversees Consumer Messaging initiatives within Nokia's Services & Software organization, has declared, regarding the new Ovi system, that "We're creating a mindset shift with mobile messaging. [Mail on Ovi](#) is the first-ever email service which allows people to create an account directly on their mobile phone, and start using it right away" Rather than focusing purely on push email for the world's most advanced mobile users, we are mobilizing email across Nokia's mainstream device portfolio, while giving consumers in emerging markets their first email account, Mail on Ovi, as well as their very own internet identity. These people are the new 'mobile digital natives' who will exclusively use their mobile phones for email and internet, rather than a PC."

Since the Series 40 mobile list is very long, and since Nokia has sold over 110 million such devices in the last three months, the global update of this service is surely going to be most useful and appealing to an immense number of users.

Furthermore, the Mail on Ovi comes in 12 different languages, including English, Spanish, Portuguese, French, German, Hindi, Bengali, Tagalog and more, depending on the preprogrammed mobile settings. This feature best expresses the [global](#) abilities of the service, now implemented by Nokia.