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Nokia 5000
Nokia

[Nokia 5000 Urges You to Dance](#)

The affordable candybar is close to a release

Nokia 5000 is one of the new Nokia candybars targeted for young users from emerging mobile markets or for teens from mature markets who can't afford to pay too much for a cell phone. The 5000 was first announced by the Finnish manufacturer at the beginning of April, when other three entry-level Nokia devices were unveiled: [7070 Prism](#), [2680 Slide](#) and [1680 Classic](#). Although Nokia 5000 looks like a handset from the XpressMusic line-up, it doesn't have too many advanced features. However, Nokia still considers it a music oriented phone. Therefore, the Finnish company came up with a commercial that associates the 5000 with music, dance, photo sharing and the happy side of life. Well, the commercial was not actually made by Nokia, but by Wieden+Kennedy (also known as W+K), a famous US-based advertising agency that, among others, *invented* Nike's "Just Do It" slogan. Anyway, the Nokia 5000 commercial is nicely done and will probably reach its purpose – showing youngsters how cool the new handset can be. Cool or uncool, the features of Nokia 5000 look like this: a 2 inch TFT screen with a QVGA resolution (240 x 320 pixels) and 65K colors, FM radio, a 1.3 Megapixel camera, Bluetooth, Nokia Xpress audio messaging, WAP 2.0 / xHTML browser, email, handsfree, dual-band GSM connectivity (either 900 / 1800 MHz or 850 / 1900 MHz) and 12MB of internal memory that unfortunately cannot be expanded because there is no microSD card slot. Weighing a mere 74 grams and measuring 106 x 46 x 11.1 mm, the new handset includes a battery that should keep it going for up to almost 5 hours in talk-time mode and up to 336 hours in stand-by mode. Nokia 5000 will be sold for a recommended retail price of only 90 Euros, which means around 140 USD. Since the handset's commercial is already on the Web, users should expect the phone itself to become available in the next few weeks or even days. Until then, they can enjoy the "Wieden + Kennedy + Nokia" spot: