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## [Nokia Announces 'Nokia N96 24 Gig is Big! Challenge'](#)

### *A unique tech contest available in India*



Nokia N96  
Nokia

Nokia always had good advertising, and now it's even better, since the Nokia N96 24 Gig is Big! Challenge will promote the [N96](#) handset through a tech contest that invites users from India to discover how big 24GB of storage is for a phone. The company wants to show its users how they can make the best of the phone's storage.

The truth is that N96 is the first mobile to ever provide users with such an enormous storage space: 16GB of internal memory that is expandable to 24GB by means of a microSD card. Basically you can have 20,000 images at 5 Megapixels each, 60 hours of video or 20 full length movies, and about 18,000 songs. This should keep any user entertained for a good amount of time and it really comes in handy if you go on a long and boring trip, or you have to spend at least an hour in traffic, as it happens in most countries during rush hour.

Starting September 15th, 2008 all [Nokia](#) fans and enthusiasts across India will be expected to sign up for this contest. Applicants will be presented with an online demonstration of the N96 and after that they will have to play a little game in which they have to catch as many songs, videos and pictures that are falling over the monitor for a period of 30 seconds, with the help of a hand holding an N96 which is displayed on the bottom right of the screen. Of course, the one that has the most GB filled wins.

The contest also has an on the road part: Nokia N96 24 Gig is Big! Campus Road shows. It wants to connect with young tech enthusiasts so it will have shows in college campuses in Delhi, Bangalore and Mumbai, in mid-September, and the caravan will offer students a hands-on preview of the N96 handset. There will be a contest in each of the cities stated above, and the winner will get a free N96. There will be six [N96](#) offered as prizes, three of which are only for the student category. But if the contestants don't win the big prize, there will still be Nseries memorabilia for the on-the-spot contests.

One thing is for sure, Nokia knows how to advertise its products and knows even better how to sell them.