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Nokia N93 camera
phone
Nokia

[Nokia Develops Revolutionary Phone Software Concept](#)

For future mobile phones

It was a warm morning of May 2014 when I went out shopping with my old 10 [Megapixel](#) Nokia cell phone. I took pictures of almost anything I wanted to buy and then headed towards a library to buy "The Masterpiece", a classic novel by Émile Zola that I wanted for some time. While photographing the book through the library's window, I saw a woman taking a picture of it too. Her strange beauty and the interest for Zola made me want to find out more about her... No, I'm not coming from the future, but the new concept that Nokia is working on sure is, and the fragment I wrote above could very well be the beginning of a love story that started (or will start?) thanks to Nokia and its innovative idea. Idea that consists in implementing an image recognition software in mobile phones, to allow users to take pictures of any product they want to [buy](#), search information about it via the handset's browser, look for the best price, order it on-line and then wait home for its delivery. This saves precious time by avoiding queues and crowded stores, and also lets users find the best price for the products they want, almost instantly. The new concept is called "Point and Find" and researchers from Nokia have been working for about five years to develop it. Therefore, we'll be able to use Nokia phones with this technology somewhere in the near future. A more exact date for this depends on the progress of the research as well as on the plans the Finnish company has. Besides being great for shopping, the new technology can also be used by tourists. For example, when visiting a monument you don't know much about, you can take a picture of it and the [phone's](#) software will search and deliver all the info you need on the handset's screen. It would be like having your own tour guide. We don't have more details about the future Nokia concept, but it sure looks very interesting and we're waiting for further official information.