

## Nokia OVI Store competition

### Provence is in the running!

Nokia is facing an explosion of iPhone users particularly attracted by the thousands of applications available on the Apple Store, and wanted to fight back with the big OVI Store competition. The objective is to be able to satisfy the new expectations of mobile telephony users. Players in the sector located in Provence will certainly seize this opportunity to talk about their creativity! The verdict will be given on December 9 and 10 in Paris!

#### > A target of 15 million!

Nokia already holds regular competitions around the world to encourage support from developers and enrich its service offer through its OVI platform. The OVI Store is now open to French users of Finnish mobiles and will shortly offer new innovative applications developed as a result of this competition open to French enterprises, start-ups and independent developers. Its principal objective is to identify relevant content and applications for the 15 million Nokia phones users in France.

#### > "Minor" arrangements between "friends"

This exchange of "good processes" allows the Finnish manufacturer to quickly enrich its service offer, relying on outside contributors who would like nothing better than to be talked about through their innovation. There are many companies specialised in mobile telephony in Provence, and it fully intends to stand out and make itself heard at the time of this competition.

Calling All Innovators.com

Concours Ovi Store

### > Express yourself !

The OVI Store offers a wonderful opportunity for experienced companies and young Provençal start-ups to expand their activity and improve their reputation by getting one of the leaders in mobile telephony to use their innovation. Participants in the competition will thus have the opportunity to express their talents based on four predefined categories, namely “social geolocation”, “companies and productivity”, “communications” and “games and entertainment”. Nokia mobile users will be able to choose new tools among these categories and thus better organise their activities making it easier to manage frequent exchanges with their family and friends.

### > Countdown

Candidature files are still available on the Nokia site for talented latecomers who missed the deadline, and should be deposited before midnight on November 22. Even after this date, anyone who thinks they have a good idea will still be able to call Nokia directly and can hope to see their application be distributed on a Finnish mobile... The verdict of the competition? To be announced during the LeWeb conference to be held in Paris on December 9 and 10. The first prize winner in all categories combined will win 15 000 euros and the opportunity to see his application preloaded on a future mobile in France...