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NOKIA BETS ON WINDOWS MOBILE FUTURE

The Finnish mobile phone giant Nokia has launched a series of new smartphones which use Microsoft's new Windows Phone operating system. The Lumia 800 and 710 models will be key to Nokia's efforts to make up lost ground against its rivals Apple, Blackberry and smartphones which run Google's Android software.

Ernest Doku, technology expert at uSwitch.com, comments: "The jury is still out on whether the tie-up between Nokia and Microsoft is a marriage of convenience or an act of desperation. Microsoft's Windows Phone operating system, so far always the bridesmaid and never the bride, has hopped into bed with Nokia - once the master of ceremonies when it came to mobiles.

"In just a few short years, Nokia has fallen badly behind the pace. It failed to react quickly enough to the burgeoning popularity of touchscreen devices, and completely underestimated the impact of Google's Android operating system. This clutch of new handsets must deliver great things if the once-mighty Nokia is to avoid becoming an also-ran.

"The Finnish company has decided to focus much of its firepower on emerging markets, where potentially billions of consumers are crying out for affordable smartphones. In a revealing nod to its key target market in India, it dubbed its internet-ready but pared down smartphone range the Asha - Hindi for "hope". Closer to home, Nokia hopes to reverse its fortunes with its new Lumia 710 and 800 smartphones.

"With its striking and elegant design, high-end spec and best-in-class camera functionality, the Lumia 800 proves that Nokia still has a few tricks up its sleeve. It runs Microsoft's attractive and intuitive Windows Phone user interface, and certainly has the look and feel of cutting edge smartphone tech.

"The Lumia 800 is clearly a quantum leap ahead of Nokia's earlier smartphone efforts, and a

worthy flagship Windows handset. There may be a hint of deja-vu here. Previous Microsoft-powered phones have looked great but sold poorly. But the Lumia 800 is packed with exclusive music, sports and navigation apps, and is the duo's best challenge yet to the dominance of their Android-powered rivals, as well as the Blackberry and iPhone."

For more information visit www.uswitch.com or call 0800 093 0607

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