

# Nokia on course with new strategy

Cellphone maker reveals progress, launches its first dual SIM handsets and Nokia N9

**Nokia revealed its latest smartphone -- Nokia N9, an all-screen device with three home views and a new user interface**

NAFID IMRAN AHMED, from Singapore

**F**INNISH handset maker Nokia on Tuesday demonstrated the company's progress towards their new strategies across the board.

Nokia CEO Stephen Elop announced these significant achievements by the mobile phone giant at the 11<sup>th</sup> annual Nokia Connections 2011 event in Singapore attended by over 500 participants from across the globe.

"On February 11, we outlined our new strategy, which included shifting our smart devices to the Windows Phone platform, connecting the next billion to the internet and investing in future disruptions," said Stephen Elop, president and CEO of Nokia.

"We have a clear strategy and we are focused on delivering results," he added.

"As we have shared our primary smartphone platform strategy is to focus on Windows Phone

and I have increased confidence that we shall launch our first Windows device by the end of this year," he said.

Nokia also restated its commitment to Symbian. The new Symbian Anna software update, which includes a number of user experience improvements, was also demonstrated at the event. Nokia will start shipping Nokia N8s, E7s, C7s and C6-01s with the new software from this July.

It was also mentioned that by the end of August, existing owners of these devices could also upgrade to Symbian Anna. And over the next 12 months Nokia plans to bring up to 10 new Symbian-based smartphones to market.

To show its commitment to connecting the next billion, Nokia introduced three affordable devices -- Nokia C2-02, Nokia C2-03 and Nokia C2-06, which would be ideal for developing markets such as Bangladesh.

The portfolio includes dual and single SIM options, and all three models offer a new, advanced web and maps experience for Series 40 phone users, as well as the choice of a touch screen or a keypad.

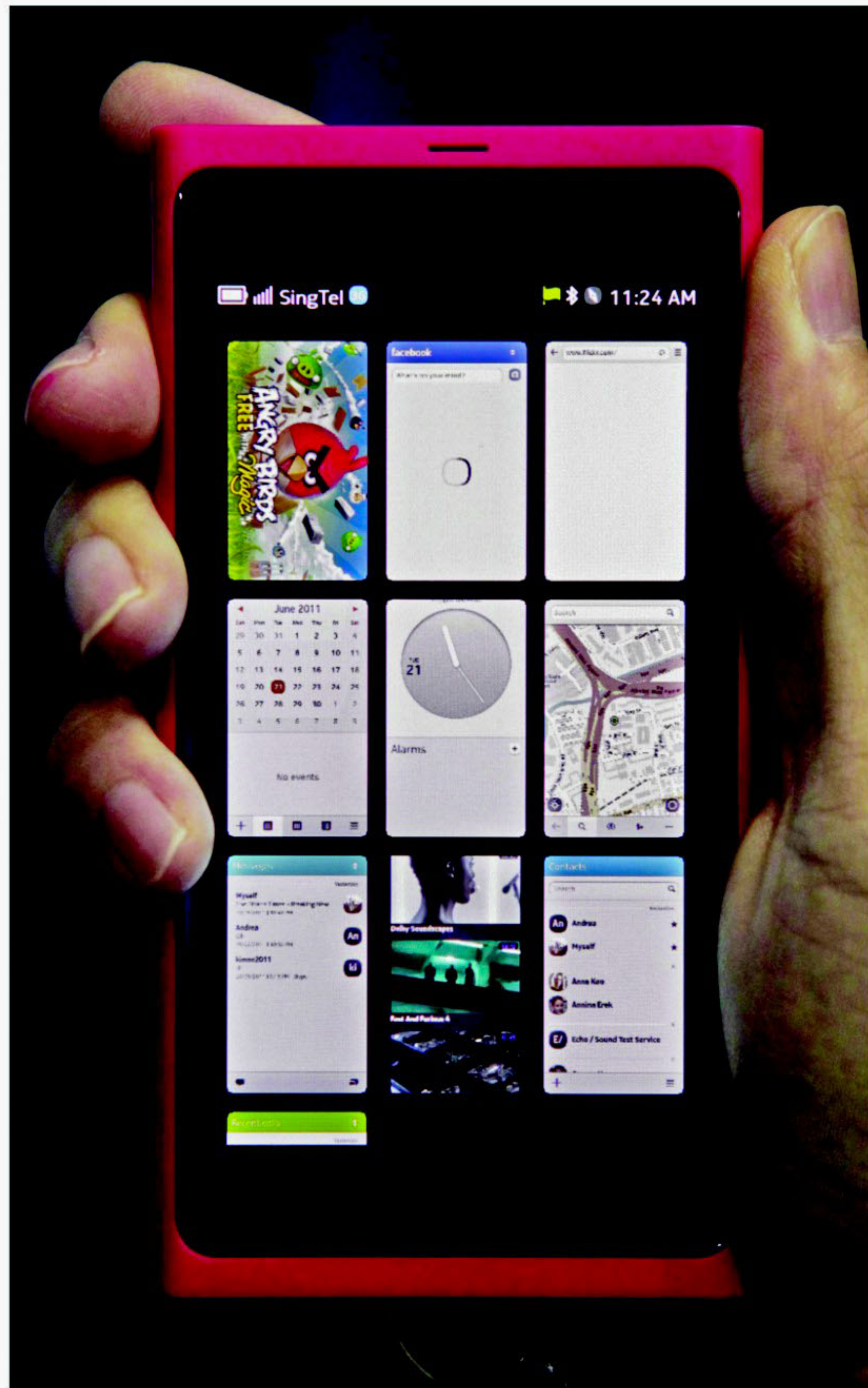
Mary McDowell, head of Nokia's Mobile Phones business unit, demonstrated the features of these devices.

"The phones offer a web, maps and messaging experience second to none in the market. And with the choice of a touch screen or a keypad, we really have made everything available and easy to use in an affordable phone that comes in both dual or single SIM options," McDowell said.

That wasn't all. The best was yet to come.

Nokia revealed its latest smartphone -- Nokia N9, an all-screen device with three home views and a new user interface navigated through a simple swipe of the finger.

Nokia N9 comes in a polycarbonate design and takes the touch outside the screen with a



smarter all-round experience with Near Field Communication for sharing and pairing to accessories just by touching the devices.

For the developers, Nokia announced that

the Qt framework would continue to be at the core of Nokia's existing smartphone product line. Today there are more than 100 million Nokia Qt devices worldwide.



Nokia President and Chief Executive Stephen Elop in Singapore.

AFP

# Wal-Mart's win puts nail in group suits' coffin

REYNOLDS HOLDING

Wal-Mart's win at the US Supreme Court puts a nail in the coffin of big group lawsuits. The justices rightly blocked some 1.5 million female employees from banding together to sue the nation's largest retailer. But while the ruling squares with existing law, an April decision broke new ground in an apparent effort to stop such class-action grievances.

The decision on Monday was close, but the women overreached. They argued Wal-Mart had a top-down culture of treating female workers unfairly while simultaneously giving local store managers unlimited discretion on personnel decisions. The court said the plaintiffs couldn't have it both ways. It found that Wal-Mart policy actually barred discrimination, and so any

differences in pay and promotion for men and women might be blamed on individual stores, but not the company.

Employees can still sue stores individually, though many probably won't given their claims average out to just \$1,100 apiece. It also leaves Costco, Altria and other big companies being sued nationwide with stronger arguments to shrink the group suing them. Companies traditionally have found such lawsuits so large and costly they feel pressure to settle them quickly rather than fight.

The high court had signalled its intentions in April. Then, justices went well beyond the existing rules by giving companies permission to essentially block class-action suits. California law had said customers, employees and other groups must be allowed to sue together, even if a

company had forced them to resolve their disputes in private arbitration. The Supreme Court overrode that law, saying federal law favoured arbitration over litigation, and that class-action suits made arbitration too costly and slow.

The upshot is that any company, including Wal-Mart, can not only stop employees or customers from filing lawsuits, but also now can keep plaintiffs from uniting against it. The latest decision represents the other shoe dropping. If folks with like-minded beefs collectively find their way to court, businesses stand a good chance of making them sue alone instead. Combined, the two cases leave aggrieved workers and consumers with precious few options.

The author is a Reuters Breakingviews columnist. The opinions expressed are his own.



# Facebook to take top spot in US display ad market



REUTERS, San Francisco

Facebook's US advertising revenue will total roughly \$2.2 billion in 2011, displacing Yahoo Inc to collect the biggest slice of online display advertising dollars, according to a new study.

Facebook's US advertising revenue will give it a 17.7 percent share of the market for graphical display ads that appear on websites, according to a report released on Monday by research firm eMarketer.

Last year Facebook had 12.2 percent share of the US market.

The figures underscore the growing clout of Facebook, the world's No.1 Internet social network. It has seen its valuation soar to roughly \$80 billion in recent transactions for its shares on the private markets and some investors anticipate it could have an initial public offering next year.

While Facebook has grabbed the

top ranking, eMarketer analyst David Hallerman said the overall market for display ads, which include banner ads, video ads and Web page sponsorships, is growing robustly enough that it is benefiting numerous companies.

"It's not a zero sum game," said Hallerman, noting that the display advertising market is experiencing rapid growth as both big international brands and small, local businesses increasingly turn to the Web to reach consumers.

Internet companies such as Yahoo, Google Inc and Microsoft Corp are competing for those advertising budgets, while new players such as online coupon company Groupon are offering marketers alternatives to traditional online display ads.

Web portal Yahoo will grow its online display business in the US by 13.6 percent this year, eMarketer said. But that will lag the overall US

display market's growth rate of 24.5 percent.

Google's revenue from US display ads will total \$1.15 billion in 2011, up 34.4 percent year-over-year.

eMarketer's report looks at companies' net revenue, which does not include money the companies share with Web publisher partners.

Google, which generates the vast majority of its revenue from small, often text-only ads that appear alongside its search results, is stepping up efforts to grow its display advertising business. Last week the company announced the acquisition of AdMeld, which makes it easier for Web publishers to sell display ads on their sites.

In 2012, eMarketer projected that Yahoo and Google will be neck-and-neck as the No.2 and No.3 players in the US display market, with the companies having 12.5 percent share and 12.3 percent, respectively.