

Introducing Nokia 5300 XpressMusic

Music Gets You Talking...

Let the music be as mobile as you are. Featuring a music player that can play on wireless stereo headphones and with looks as cool as the music you listen to, the Nokia 5300 XpressMusic is the perfect blend of style and music. Now you can have it all with the Nokia 5300 XpressMusic, a device that is as much a music player as it is a phone.

Availability

Nokia 5300 launches in all markets on **February 28, 2007**

Target Audience

- Young and social segment. Primarily 16-24 years, secondary 25-34 years "young." They want music as part of their everyday life. They like personalization and items that make them unique.
- This device is not meant to replace an iPod or other MP3 player. It should be positioned as a supplement for everyday listening of your favorite songs.

A customer might tell you this:

- "I carry around too many electronic devices and it's hard to keep track of them all. I wish I could have something that meets all my needs: allows me to stay in touch on the go, lets me listen to and store my music, and looks cooler than anything my friends have."
- T-Mobile has the solution! The Nokia 5300 XpressMusic is geared toward young and social customers who are interested in a device that lets them make music a part of their lives wherever they go, and without having to carry around many electronic devices. The perfect Nokia customer is 16-24 years, and 25-34 years "young." They like personalization and items that make them unique. This device is not meant to replace an iPod or other MP3 player. It should be positioned as a supplement for everyday listening of favorite songs.

Key Selling Points (Reasons to Believe)

- Music player w/ external music controls
- Easy to transfer music using Windows Media Player, Windows Explorer or popular music download services like Yahoo! Music
- Special Offer from Yahoo for three free music downloads for those of you choosing to make Yahoo! Music part of your mobile music experience
- Kit contents – 1GB memory card, stereo headsets, USB cable included
- Cool racing stripe in black or lilac
- Exclusive to T-Mobile
- myFaves compatible



Key Sales Considerations

- Yahoo special offer – three free downloads for customers who choose to make Yahoo! Music part of their Nokia XpressMusic experience.
- Increase the number of songs you can store on your Nokia 5300 XpressMusic by upgrading the removable memory card to a 2 GB Micro-D card. The 2 GB card allows you to download around 500 tracks (about 30 to 35 full CDs) to the phone!
- Optimize your listening experience by purchasing a stereo Bluetooth headset sold separately in T-Mobile stores.

Key Customer Expectations – Supported File Formats

- The majority of customers purchasing the Nokia 5300 will probably already have an extensive library of MP3s, and are familiar with file download and “side-loading” (transferring files from a PC to a music player) procedures.
- The 5300 will play MP3s downloaded from MySpace. MySpace was originally created for sharing music files and is used extensively by recording musicians as well as the general public.
- Many people currently use Windows Media Player to “side- load music” onto their computer. The default for encoding is WMA format. This format is not playable on an iPod, but works fine for the Nokia 5300.
- Many people already use Yahoo! Music, Napster, Rhapsody, or other similar services and the files they have already purchased (typically in WMA format) should work fine on the 5300.
- Yahoo! Music songs are more varied in price than iTunes (some are \$.79 vs. \$.99) when you have a subscription.

Key Customer Expectations – Technical Support

- Customers can expect to enjoy full support for myFaves and all of the Nokia 5300 features.
- Customers should understand that T-Mobile does not provide technical support for Yahoo! Music or Yahoo Jukebox. Customers with questions about or problems with those services should be directed to Yahoo’s website at <http://help.yahoo.com/l/us/yahoo/music/index.html>



Competitive Comparison

- **Verizon: LG Chocolate** - Thin slider with external music controls, stereo BT, removable memory, 1.3 MP camera. Robust media push.
- **Cingular: Motorola SLVR** – Thin bar, Supports iTunes which has high brand recognition. No dedicated music controls.
- **Sprint: LG Fusic** – Flip, 1.3MP camera, BT, removable memory, external music controls, youthful color options

Accessories

Want to store even more data on your phone?

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